

MISSOURI COMPLETE COUNT COMMITTEE



A REPORT TO GOV. JEREMIAH W. JAY NIXON



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JEREMIAH W. (JAY) NIXON
GOVERNOR

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Dear Governor Nixon,

August 1, 2010

On behalf of the Missouri Complete Count Committee (CCC), I am pleased to present to you the final report of the CCC pursuant to Executive Order 09-05. The Committee was challenged with developing and implementing a public education campaign to encourage and activate historically hard-to-count groups in Missouri to participate in the 2010 Census. The hard-to-count include individuals who are isolated geographically, linguistically, and socially, along with individuals who feel threatened by the government collecting information about them and individuals with nomadic lifestyles along with those who just think "why bother." These may include college students, the impoverished, recent immigrants, the homeless and those living in racial or ethnic enclaves or in isolated rural settings.

Missouri is on the cusp of losing a congressional seat, which means not only representation in Congress, but millions of dollars in federal funds for our state, local communities and other organizations throughout Missouri, making it even more important that everyone get counted.

As of April 27, the mail back response rate for the state of Missouri was 73 percent, outpacing the national average of 72 percent. In 2000, the final mail back response rate was 74 percent. The Census Bureau was still collecting mail back forms after April 27; however, this was the last day to view the rates via their website. Two of our hardest-to-count areas, St. Louis and Kansas City, both increased their mail back rates. Kansas City increased from 71 percent to 73 percent and St. Louis increased from 64 percent to 67 percent. Given the increased mail back response rate in the urban areas, it is expected we will meet the 2000 mail back response rate, if not exceed it. We are also hopeful, but cautious that we will be able to maintain our current congressional representation due to the strong participation in the urban areas.

We applaud your efforts as Governor to recognize the importance of the decennial Census by appointing this important committee. I also want to thank you for giving me the opportunity to serve as the chairman of the Missouri Complete Count Committee.

It has been a pleasure to serve the people of Missouri in our efforts to count all Missourians.

Sincerely,

Kelvin L. Simmons



1 MISSOURI COMPLETE COUNT

In This Section:

Overview

Importance

*The Missouri General Assembly
Appropriation*

Overview and Importance

Overview

The U.S. Constitution requires a national Census once every 10 years. The Census provides state population counts and determines the number of seats in the United States House of Representatives for each state. All residents of the United States are counted including people of all ethnic groups, both citizens and non-citizens. Census data are used for a variety of purposes, not only to reapportion congressional seats, but also to appropriate billions of federal dollars to the states and local communities and to help guide and inform community decisions. Every year the federal government allocates more than \$400 billion to the states and communities based partly on Census data. Funding is allocated for neighborhood improvements, public health, education, transportation, child care, senior citizen centers and more. Based on a March 2009 Brookings Institute study, Missouri received \$1,327 per person in federal aid allocated based on Census counts – \$7.8 billion. This could equate to a loss of \$1.3 million for every 100 persons missed in 2010 Census over the next decade. An undercount of 100,000 people would equal \$130 million each year.

Importance

During 2008 and 2009 population estimates had Missouri on the cusp of losing a congressional seat, making it even more important to ensure a complete and accurate count in 2010. The highest projected margin by which Missouri would “miss out” was 60,000 or 1 percent of the total population. However, many factors such as the poor economy and stricter enforcement

of immigration laws across the United States could reduce that gap to mere thousands, if not hundreds, of persons. For example, Utah missed assignment of the 435th (the last) congressional seat by 857 people in the Census 2000 apportionment process.

The U.S. Census Bureau encouraged all states and localities to form a Complete Count Committee (CCC) to ensure a complete and accurate Census count. Forming a CCC provided Missouri an opportunity to reach historically hard-to-count groups and areas of the state. Although participation in the Census is required by federal law, the national mail-out-mail-back participation rate for Census 2000 was just 72 percent of homes. Missouri’s rate was slightly higher at 74 percent of homes responding. With the stakes as high as they were, Missouri set out to do all it could to encourage participation in Census 2010.

In January 2009, newly elected Gov. Jay Nixon appointed a CCC through Executive Order 09-05. (See **Appendix I** to read the Executive Order.) Office of Administration Commissioner, Kelvin Simmons was appointed to chair the committee comprised of 26 community leaders throughout the state. The goal of our CCC was to educate and motivate historically undercounted Missourians to participate in the Census. The statewide CCC coordinated and funded efforts to reach hard-to-count groups and areas. The hard-to-count include individuals who are isolated geographically, linguistically, and socially, along with individuals who feel threatened by the government collecting information about them and individuals with nomadic lifestyles along with those who just think, “why bother?”. These may include college students, the impoverished, recent immigrants, the homeless, racial or those living in ethnic enclaves, transient persons, and persons in isolated rural settings. These individuals have to be convinced by local and trusted sources who



“Our participation in the Census will affect nearly everything that the state does for the next 10 years. It is imperative that we ensure all Missourians are included in the count,”

*– Kelvin L. Simmons,
Commissioner of the Office
of Administration*

can best explain it is in their interest to fill out the Census, and that their responses will not be used against them in the future.

The Missouri General Assembly Appropriation

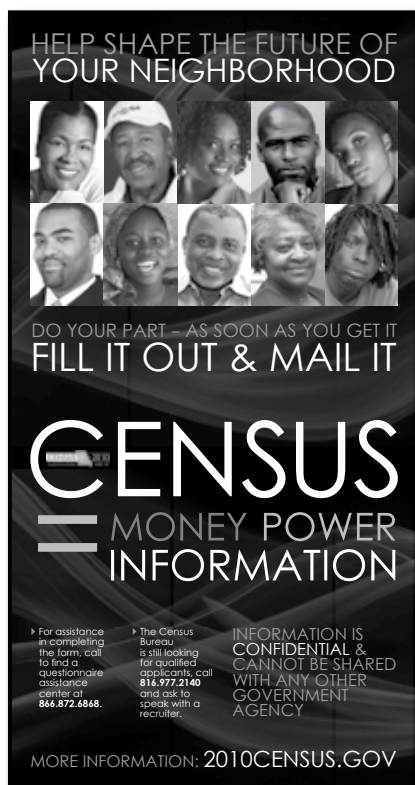
Prior to the 2010 Census, states that either had the potential to gain or lose a seat were most likely to appropriate dollars to CCC efforts. As a state, Missouri was directly competing with Minnesota for a seat. Minnesota began funding in Fiscal Year (FY) 2008, and it ran through FY2011, totaling \$780,000, and included 2.5 full-time employees.

In Missouri, the FY2010 budget included a line item of \$559,821 for the CCC. Funding was maintained throughout the process in the House of Representatives, however, was removed by the Senate. The Office of Administration worked with members of the Senate Appropriations Committee, and then later the conference committee throughout

the process to stress the importance of the funds in ensuring a complete count.

The conference committee cut the funding by approximately \$125,000, and paid for it through federal budget stabilization funds rather than through Missouri general revenue. The final total appropriation for the CCC was \$434,215.

This money was used to reach out to the hard-to-count groups in the state through advertising, grassroots outreach, a website, events, and other promotional materials. A detailed breakdown of the original budget request can be found in **Appendix II** and see **Appendix III** for the **Complete Count Committee Expenditures**.



In This Section:

The Members

The Structure

“Missouri’s Complete Count Committee is comprised of citizens from all walks of life. The committee will work hand-in-hand with the U.S. Census Bureau to make sure we reach every citizen, particularly in areas where we have been under counted in the past.”

– Commissioner Kelvin L. Simmons

Overview of Committee Members and Structure

The Members

In addition to Commissioner Kelvin Simmons, members of the CCC included:

- Matt Hesser, State Demographer, Office of Administration, Jefferson City
- Jane Brown, U.S. Department of Justice, Liberty
- Thomas Carlson, Mayor of Springfield;
- Adolfo Castillo, a consultant working with local politicians to promote Hispanic Involvement, Joplin
- Kathy Chinn, former House of Representative member, Clarence
- Anna Crosslin, President & CEO of the International Institute of St. Louis
- Charlie Dooley, St. Louis County Executive, St. Louis County
- Steve Ehlmann, St. Charles County Executive, St. Charles County
- Gwen Grant, president and CEO of the Urban League of Greater Kansas City
- Doug Hermes, a community development consultant, Liberty
- Ed Hillhouse, Franklin County Commissioner, Villa Ridge
- William Jenks, Mayor of Rolla
- Gerald Jones, Cape Girardeau County, Presiding Commissioner, Jackson
- Lt. Gov. Peter Kinder
- Carolyn Loraine, Camden County Presiding Commissioner, Camdenton
- Claudio Perez-Korinko, president of IM International Marketing, Kansas City
- Robbie Myers, Butler County Commissioner and vice president of Three Rivers Community College, Poplar Bluff

- Don Reimal, Mayor of Independence
- Jorge Riopedre, owner of Carismmedia, Inc., St. Louis
- Anita Russell, Executive Director, NAACP – Kansas City
- Francis Slay, Mayor of St. Louis
- Brenda Shields, president and CEO of the United Way of St. Joseph
- Royal (R.T.) Turner, Buchanan County Presiding Commissioner, St. Joseph
- Dennis Woods, member of the House of Representatives, Kimberling City.

Mayor Francis Slay appointed Josh Wiese as his personal representative; Lt. Governor Peter Kinder appointed Jerry Dowell as his personal representative; Steve Ehlmann appointed Jennifer George as his personal representative; Charlie Dooley appointed Molly Bunton, as his personal representative; and Williams Jenks, appointed Jon Petersen as his personal representative.

Thomas Carlson decided not to serve on the CCC, as his term as Mayor of Springfield had expired. In addition, Gwen Grant, Gerald Jones and Dennis Wood all resigned from the CCC

during the course of the year. Dennis Wood was appointed Presiding Commissioner of Stone County in late 2009 and was very active in his community on behalf of the Census. Kimiko Gilmore from the City Manager’s Office in Kansas City was added in late 2009. Throughout the year, the CCC staff actively sought additional members who would be leaders in their area.



Emily Smith, Special Assistant to the Commissioner, served as lead staff to the Committee. In addition, Lori Simms, Public Information Officer and Elizabeth Birks, Outreach Coordinator provided support to the committee, along with Katina Jones, Missouri State Data Center Liaison. (See **Appendix IV** for Committee Contact Information.)

The first meeting of the CCC was held on March 31, 2009, in the Truman Building. There were 15 members present; five members on the phone; and two members sent representatives in their place; one member was absent. Over the course of the year-long campaign, the committee convened monthly either by phone or in person, however, the majority of the meetings were held in person.

The CCC organized into subcommittees including: business, community-based,

faith-based, government, K-12 education, media, and higher education/post secondary. Committee chairs were responsible for organizing their committee meeting; a lot of work was accomplished through conference call and e-mail.



In This Section:

Business

Community-Based

Faith-Based

Government

Higher Education

Media/Events

K-12

Overview of Subcommittees

Business

The business subcommittee's mission sought to raise awareness about the importance of the 2010 Census in businesses that employ large populations of hard-to-count groups, through the use of labor unions and chambers of commerce. Members of the subcommittee included:

- Elizabeth Birks, Chair
- Adolfo Castillo
- Kathy Chinn
- Doug Hermes
- Matt Hesser
- R.T. Turner
- Jorge Riopedre

Community-Based Subcommittee

The community-based subcommittee's mission was to collaborate with community organizations to inform residents of the importance of participating in the 2010 Census and the benefits derived from Census data. The community-based subcommittee sought to identify and work with community organizations that serve hard-to-count groups. Members of the subcommittee included:

- Anna Crosslin, Chair
- Scott Burnett
- Gwen Grant
- Doug Hermes
- Carolyn Loraine
- Anita Russell
- Emily Smith
- Brenda Shields

Faith-Based

The faith-based subcommittee's mission was to integrate faith based organizations and churches into helping to identify and reach out to hard-to-count groups and to educate

their constituencies about the importance of Census. Members of the subcommittee included:

- Jerry Dowell, Chair
- Adolfo Castillo
- Don Reimal
- Anita Russell
- Emily Smith

Government

The mission of the government subcommittee included distributing posters and other information materials in state office buildings, promoting Census to community residents through government departments, particularly agencies with extensive public contact; and promoting the Census message with elected officials to engage them in effective outreach to target populations. Members of the subcommittee included:

Higher Education

The Higher Education (Post-Secondary) Subcommittee sought to facilitate Census awareness for postsecondary institutions and encourage higher education students to participate in the 2010 Census.

Members

- Jane Brown, Chair
- Anna Crosslin
- Matt Hesser
- Don Reimal

Media/Events

The media and events subcommittee developed tailored messages to the hard-to-count groups, facilitated radio, television and newspaper design, message and layout. It also prepared promotional materials and connected with local communication providers to inform the public about 2010 Census. Furthermore, it created and

facilitated ways to get the Census message to all community residents, using all available sources such as local newspapers, newsletters, fliers, local festivals, billboards, radio, television, mass transit and movie screens.



Members

- Josh Wiese, Chair
- Molly Bunton
- Adolfo Castillo
- Jerry Dowell
- Robbie Myers
- Lori Simms

K-12 Subcommittee

The K-12 Education Subcommittee facilitated Census awareness for local schools from pre-Kindergarten through grade 12 in both public and private schools. Subcommittee members also encouraged school administrators, teachers and students to use the Census in Schools materials and curriculum specifically designed to encourage children to educate their parents about the importance of participating in the Census. The committee worked with DESE and local schools boards to get this information to the state's elementary and secondary schools.

Members

- Katina Jones, Chair
- Ed Hillhouse
- Carolyn Loraine
- R.T. Turner

In This Section:

Business

Community-Based Subcommittee

Government

Higher Education

K-12 Committee

Accomplishments and Recommendations

Highlights of Subcommittee Activities

Business

The committee sought to: create and coordinate activities that involve businesses in Census awareness; coordinate with local chambers, statewide associations, unions, and other businesses to educate hard-to-count groups on the importance of Census participation; and collaborate with the Office of Administration – Office of Supplier & Workforce Diversity (OSWD) to reach out to Minority/Women Business Enterprises (M/WBEs).

Some key highlights of the Business Subcommittee Activities include:

Minority/Women Business Enterprise (M/WBE's)

- ★ E-mail blasts to OSWD's 1,600 plus vendor database
- ★ E-mail blasts to M/WBEs in partners' databases
- ★ Website postings

Various Chambers of Commerce

- ★ Census Poster Drop
- ★ Networking Events
- ★ Speaking engagement opportunities
- ★ E-mail blasts

Labor Unions

- ★ Newsletter ads (UAW Local 31)
- ★ Information distribution to 168 labor unions across the state

Recommendations:

- Establish relationships with regional and national businesses to help promote the Census through their networks
- Establish relationships with labor unions earlier

- Engage large property management companies
- Work with statewide business associations to develop strategies to reach the hard-to-count groups
- Reach out to statewide organizations and develop a calendar of events and meetings held between October of 2018 and 2019 and suggest a presentation from a member of the CCC.

Community-Based Subcommittee

The Community-Based Subcommittee's goal was to identify statewide, regional and local networks of social and health service providers focused on difficult-to-serve populations throughout Missouri and engage members of these networks in helping to reach populations targeted by the Missouri CCC as priorities due to potential undercount issues.

(August - October)

- ★ Contact key influential(s) within each network to share details about the importance of the 2010 Census and the potential impact. Among others, focus on health organizations associated with community "safety net" programs, including Federally Qualified Health Centers (21 FQHCs in MO) and hospital social services units
- ★ Request a list of participating organizations in each network, along with contact information:
- ★ Build a list for Census committee use
- ★ Coordinate with local CCC efforts to avoid duplication of efforts
- ★ Learn about the methods of communication in each network (e.g., Do they have a hard-copy or electronic



newsletter? What about statewide or regional meetings? Is paid advertising available in their publication(s)?

- ★ Arrange personal visits or small group meetings with various subsets in larger communities where multiple members of networks operate and where feasible
 - Orient participants about the project
 - Attempt to get buy-in from participants to help with outreach and education
 - Then have a brainstorming session about how each organization can be involved

(November - February)

- ★ Determine the most efficient means of communicating with the members of each of the networks which have been identified and make contact, including:
 - ★ Getting on agendas of fall and winter meetings
 - ★ Buying advertising in network and member publications
 - ★ Requesting free space for articles and announcements in their publications
 - ★ Providing translated outreach materials for network members as needed as well as for them to pass on to target population members

Key Activities:

- ★ Distributed more than 100 posters to community health centers
- ★ Made a presentation to the Missouri Primary Care Association meeting of Outreach and Enrollment staff
- ★ Identified local agencies that wanted a Census presentation and contacted Partnership Specialists in the region to provide those presentations
- ★ Article published in the Missouri Head Start Association newsletter
- ★ Distributed Census Jobs

Announcement through the Missouri Association of Community Action Agencies

Key Recommendations for the Future:

- Start early to develop key relationships and meet often with community-based associations that serve hard-to-count populations. Engage them in developing strategies at least one year in advance of Census Day that are effective in reaching the hard-to-count populations they serve
- Work with child-care providers to develop strategies to engage children and send home information with their parents
- Involve ad-hoc members from community-based providers on the subcommittee

Government

Goals:

- Promote the Census to community residents through government departments, particularly those agencies with extensive public contacts
- Promote the Census message with elected officials and engage them in effective outreach to target populations

Key Activities:

- Partnered with Missouri Lottery Commission to promote the Census on lottery tickets (see advertising section for specifics)
- Distributed more than 300 posters to the Public Health Agencies through the Missouri Department of Health and Senior Services



- Distributed 38,000 post cards to the Public Housing Authorities
- Presented to the Missouri Democratic Caucus
- Presented to the Senate
- Distributed information to both the Majority and Minority Caucuses of the House and Senate with sample newsletter articles on Census and Census jobs recruiting. In addition, we provided them with a tool kit for House and Senate members on what they could do in their legislative districts to encourage their constituents to participate in the Census
- Sent an E-mail out on April 1, 2010 to members of the House and Senate reminding them that it was Census Day and gave them tips on how to encourage their constituents to participate in the Census. In addition, this E-mail highlighted the importance of Census and what it means to the state and their districts in terms of federal dollars and representation in Congress
- Distributed Census jobs announcement through the Missouri Department of Economic Development
- Provided posters to the Missouri Department of Economic Development to be placed in local career centers

Key Recommendations for the Future:

- Increase the level of support from legislative leaders, department leaders and statewide elected officials
- Provide information on materials available from the Census Bureau via the website including talking points, posters, sample newsletters, fact sheets, etc.
 - Ensure that state agencies, legislators and the statewide elected officials know the different phases of the Census operations to ensure continued support and involvement

- Establish a state agency task force with key players within each agency to develop and implement outreach activities

Higher Education

Goal:

To increase participation in Census 2010 by Missouri's post-secondary education students.

Overview:

The Higher Education Subcommittee (HESC) decided the best route to encourage the participation of Missouri's post-secondary education students in the 2010 Census would be through coordinating student outreach efforts by all of the state's colleges, universities and post-secondary trade schools. In that the Missouri Department of Higher Education (MDHE) interacts with all of these institutions, it was decided that the best approach would be to work through them. The HESC made contact with MDHE in August 2009. MDHE felt that it would be best to work through the higher education institutions' chief academic officers (CAOs).

The HESC initial strategy was to have a message about college students' participation in the Census delivered at the beginning of classes during the week of March 29 - April 2, 2010 (Census Week). The HESC's proposal would have ensured that virtually every higher education student in the state would have received the message during Census Week. The HESC felt this would have been easily coordinated too, in that written announcements would simply be distributed to faculty members, who could then read the 60 - 90 second announcement at the beginning of each of their classes during Census Week.

The HESC also planned to bolster early participation in the 2010 Census by Missouri's private proprietary education students through similar methods.

Initial Challenges:

The CAOs did not agree with the proposed approach. Their members felt that it would



be too difficult to secure the classroom time required to make an announcement at the beginning of each class. Some of the CAOs even voiced concerns that their institutions had policies which discouraged general announcements in the classroom environment.

Their proposed solution was to have each institution use its unique communications infrastructure and procedures to deliver the message to students. The CAOs suggested working with the HESC to draft a very concise series of messages that could be delivered through e-mail, text messaging, Facebook, Twitter, electronic blackboards, grade books, message boards, as well as other means.

Key Activities:

In late September 2009, the HESC provided the CAOs with a draft version of the announcement that would go out to students. The proposed message consisted of a bullet-point document which advised students how to participate in the Census dependent upon their living arrangements and citizenship. A number of rounds of revisions were required and the announcement was finalized on March 8, 2010. The final version of the announcement can be found in **Appendix V**.

Also in September, the CAOs collectively committed to work with the chief student affairs officers on their campuses to spread the message to students through various activities and events. Additionally, they volunteered to put HESC in touch with several of the larger statewide student affairs organizations in Missouri.

In October, the HESC reached out to Missouri Broadcast Educators Association in an attempt to reach out to students through on-campus media. The thinking was that student-generated information through traditional or new media would have more impact in this market than “official” messaging from the administration. Higher Education chair, Jane Brown and Lori Simms outlined the Census efforts for the group and asked if there were opportunities

for media students to share the information with their peers either as class projects or through campus organizations. The group acknowledged that this could be done, but did not make any promises. The educators at the meeting also seemed more interested in prerecorded public service announcements or other materials that they could use than in having the students produce the information. One instructor at Lincoln University assigned the project to his Public Relations class and asked for Lori Simms to present to the class. The committee did not receive updates from other campuses. For 2020, the CCC should reach out to this group once again earlier in the process, work with the broadcast educators to monitor and follow-up on efforts taken.

In mid February the HESC provided the CAOs with examples of what campuses in other states were doing to promote the Census and provided links to promotional resources specifically for post-secondary outreach made available by the Census Bureau. Institutions were encouraged to supply information to the HESC on the activities taking place on their campuses.

In early March, the HESC made efforts to bolster early participation by Missouri’s private proprietary education students. A mailing list of all private proprietary post-secondary educational facilities in the state was acquired from the MDHE. The department is responsible for certifying these educational facilities to operate in the state and keeps up-to-date mailing and contact information. With staff provided by the Commissioner of Administration’s office, 121 individualized form letters were mailed to the owner or director of each educational facility. The owners or directors were supplied information which explained to students how to participate in the Census depending upon each student’s housing arrangements, citizenship, and other factors. The letter requested that the owners/directors distribute this information to all students enrolled at their educational facility. An example of the mail out can be found in **Appendix VI**.

The HESC sent a message to the CAOs on

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Tuesday of Census Week reminding them to make an extra effort to encourage student participation in the Census.

In mid April and again in mid May, the HESC made a request for the institutions to provide information about the Census awareness push that had taken place on their campuses and specifics about dorm enumeration. Nine institutions provided feedback (see **Appendix VII**).

Additional Challenges:

The HESC did not have a plan in place for evaluating progress toward its goal. It made several attempts to gather information from the colleges and universities about their progress which provided limited insight. None of the institutions replied to the e-mail sent in February seeking feedback about awareness activities taking place on their campuses. Furthermore, only nine institutions replied to the requests made in April and May for information about the Census awareness push that had taken place on their campuses and specifics about dorm

education institutions in the state and was able to verify that enumeration of all student housing, fraternities and sororities had been completed on each of the campuses within the state.

Without good information on the enumeration of dorms, sororities and fraternities, the only outcome data available to the HESC were the Census mail-out-mail-back participation rates, which gave some indication as to how well off-campus housed students participated in the Census. Of the seven counties in Missouri with significant proportions of their population consisting of post-secondary education students, all but one had Census participation rates that were at or above the state average as of April 27, 2010. However, only two counties had increased their mail-out-mail-back participation over the 2000 Census participation rate, three had remained the same, and two had lower participation rates than in 2000. Missouri's overall participation rate had decreased by one percentage point since 2000.

Census mail-out-mail-back participation rates as of April 27, 2010
Missouri Counties with a Significant Proportion of College Students

Name	2000 Participant Rate	2010 Participation Rate
Adair County	77%	80%
Boone County	75%	75%
Cape Girardeau County	76%	76%
Greene County	78%	78%
Johnson County	71%	75%
Nodaway County	78%	74%
Phelps County	70%	64%
Total Statewide	74%	73%

enumeration. This was frustrating in that HESC was aware that the Minnesota CCC had connections with each of the higher

Additionally, the HESC never achieved contact with the chief student affairs officers as a collective group nor did it attempt to

follow up with private proprietary schools about their approaches to making students aware of the Census or to gather information on the number of students they contacted.

Key Recommendations for the Future:

One obstacle to the HESC's success was the lack of interaction with the student affairs officers at each of the campuses. However, because the chief student affairs officers do not have a statewide organization with monthly meetings, it is difficult to make connections with the individuals on each campus. Staff dedicated solely to the statewide CCC, more time, and maybe even a bit of travel money would likely be needed to develop these connections.

Furthermore, the HESC is unsure about whether or not students were actually conscious of the information that was included in the student announcement to be distributed by the institutions. Anecdotal accounts seem to indicate that if the information was distributed, it may not have been perceived as important by students. Greater emphasis should have been placed upon strategies to make students take notice of the information that was being delivered.

More feedback from each institution about how awareness documents were distributed, the types of promotional activities that were conducted, and specifics on the enumeration of dorms may have helped.

A survey several months prior to Census Day seeking information about their plans for an awareness campaign, with the results publicized well in advance of the Census so that institutions could learn from each other, as well as follow-up survey to document the effectiveness of the HESC approach may have been beneficial.

Another key factor that looked to be missing was a declaration of the importance of the



2010 Census by leaders, both at the state level and within the institutions themselves. It may have been a mistake not to directly involve the institutional presidents in the process. Moreover, having an influential member of the higher education community on the CCC may have been an advantage that was overlooked as well.

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“We want to make sure every Missourian is counted next March and April and we hope our schools will help us get the message out about how important it is. We hope teachers will incorporate some of these materials in their lesson plans for next school year. Children are a wonderful way to reach parents. If they know about the Census, they will encourage their parents to fill out the forms when they arrive.”

– Commissioner Kelvin L. Simmons, Office of Administration

K-12 Committee

K-12 Subcommittee Work Plan

- Encourage school administrators, teachers and students to use the Census in Schools materials
- Work with Census Bureau to stay on top of timelines and dissemination schedules
- Work with DESE to get information to schools

K-12 Subcommittee Accomplishments

- Forwarded monthly Census in Schools updates to DESE for distribution in their electronic mailbag from July 2009 – May 2010
- Sent personal invitations to surrounding county elementary and secondary school superintendents regarding March 15 event at capitol
- Provided to Partnership Specialists a spreadsheet of hard-to-count school districts by county for their local CCC efforts

K-12 Subcommittee Recommendations

- The Census In Schools program is best supported locally. If a K-12 subcommittee is recommended for 2020, it is imperative there be a means for the subcommittee to make contact and support the local CCCs in their efforts
- If there were additional funds available to the statewide CCC, a statewide coloring or video contest could be planned, implemented and prizes awarded
- Without funds, encouragement to utilize the Census Bureau’s Census in Schools program materials and to plan school- or district-wide Census Week events is what can be accomplished from the statewide subcommittee



Media/Advertising Campaign

Overview

The Media subcommittee had the following goals for the 2010 Census Campaign:

- Ensure all MO CCC Census 2010 messages are consistent and relevant to their target audience in support of the mission of the CCC
- Develop partnerships to maximize non-paid publicity and enhance the CCC's ability to educate about the Census 2010
- Use paid and non-paid media, with a special emphasis on HTC Media, to advertise and publicize targeted messages to the general public and the HTC population
- Conduct public outreach to increase awareness about the Census using key messages
- Incorporate electronic, social marketing and nontraditional venues into promotion efforts

The media plan was developed during September and October and approved in November; therefore the Committee had a lot of decisions to make in a short time frame to implement the media and advertising starting in January. The media plan covered three phases to run parallel to the Census Bureau's own media campaign: Awareness (Jan – March), Activate (March – May) and non-response follow-up (May – July).

The Missouri CCC's primary advertising goal was to deliver a relevant, culturally sensitive, diverse message to target audiences. Target audiences included African-Americans, college students, Hispanics, Bosnians, rural Missourians, and the general public. The advertising campaign emphasized specific messages as they related to Census operations. These messages included emphasizing that the process is simple, important and confidential. The advertising campaign also encouraged

the state's residents to fill out the form in a timely manner, directed them to questionnaire assistance centers and also provided information about Census jobs.

The Media subcommittee's efforts were intended to compliment the U.S. Census Bureau media efforts. The committee tried to employ strategies that the U.S. Census Bureau was not going to implement including advertising in smaller, rural newspapers, advertising on buses and movie screens. The Missouri CCC believed that its role as a statewide CCC was also to craft Missouri specific messages for newspaper, radio and television.

Because of limited resources and timing, the CCC was unable to work with an outside advertising firm; however, the chair of the Media subcommittee had an extensive background in political and community outreach campaign work and was familiar with buying advertising and messaging in the state. Likewise, OA staff had a background in messaging and public engagement campaigns which proved to be a valuable asset.

To ensure success of the media campaign required commitment by the members of the Media subcommittee. Turnaround times for review materials including scripts, graphic layout and translations were very quick and required attention to detail. Because much of the media campaign focused on reaching the hard-to-count groups, the Media subcommittee had to be sensitive to cultural differences within the hard-to-count groups that could encourage or discourage participation in the Census.

Another important success factor of an advertising campaign is that staff needs

In This Section:

Overview

Highlights of Advertising Campaign

Other Outreach Materials

Non-Response Follow-Up



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to be keenly aware of state purchasing requirements. In most instances, the state of Missouri had existing statewide contracts with the media.

Highlights of Media/Promotion Campaign

Radio/Television

The CCC contracted with both the Missouri Broadcaster's Association and the Learfield Network for radio and television production.

Missouri Broadcaster's Association

The Missouri Broadcaster's Association's Missouri Public Education Program allowed the committee to maximize limited dollars by guaranteeing a 4 to 1 ratio of value to investment. Utilizing the MO-PEP program the committee ran three different radio spots based on the target population – urban, rural and Hispanic. The also utilized the Missouri Broadcaster's Association to produce ads for the non-response follow-up phase from May 30 – June 30 and to help publicize the telephone questionnaire assistance line from June 30 - July 10. The total investment was \$133,300. They also placed some cinema signage in the college towns.

Phase 1: February 15 – April 30 Outcomes

- 8,025 :30 second radio spots
★ Value \$440,600
- 412 television spots
★ Value: \$126,500
- Target constituencies: general public, rural, urban and Hispanic
- Dollar value provided for each dollar invested (guaranteed to be at least \$4): \$5.67
- Cost per spot: \$11.85



Phase 2: May 15 – June 30 Outcomes

- Target: Non-Response Follow-up in counties/regions with 60 percent response rate or less
- Message: Open Your Door for your Community – Open the Door for the Census Taker
- Counties targeted: Camden, Reynolds, Hickory, Wayne, Benton, Taney, Carter, Iron, Ripley, Stone, Mercer, Ozark, Washington, Pemiscott, Pulaski, Shannon, St. Clair, Barry, Bollinger, Knox, Miller, Sullivan, McDonald and Oregon
- TV and radio: 30 second spots in medium and small markets
- 128 medium market TV messages
- 16 small market radio messages
- 4,081 :30 second radio spots
★ Value \$110,534
- 181 television spots
★ Value: \$43,550
- Dollar value provided for each dollar invested (guaranteed to be at least \$4): \$9.34
- Cost per spot: \$3.87

Phase 3: June 28 – July 10 Outcomes

- Target: Areas with low response rate and a traditionally low response rate, target those who might not have gotten a form or who have not been visited by a Census worker
- Message: Still time left to call the Telephone Questionnaire Assistance line to give your information over the phone
- Aired in the following markets: Kansas City, St. Louis, Southeastern, South Central, Southwestern, and Central Missouri Markets
- Information about outcomes not available at publication time.

Learfield (See **Appendix VIII** for Map of Learfield Network)

Learfield News developed a six-month campaign utilizing public relations efforts

and a radio campaign. The outreach had two phases: awareness (alerting the public that the Census was coming) and activating (completing the form in a timely manner).

First Phase Outcomes

- Aired 172 targeted :30 second radio messages Jan. 4, 2010 - May 2, 2010, on MissouriNet
- Aired 181 total :30 second messages on Hispanic stations (KYY5-AM, KDTD-AM, WEW-AM, KQMO-FM)
- All messages aired on all stations affiliated with MissouriNet
- All messages aired Monday through Saturday, 6 a.m. – 7 p.m. during radio's primetime
- In addition, the CCC worked with Learfield to place full-page and half-page ads in minority papers in March, April and June.

The CCC also worked through Learfield to purchase cinema signage on 133 screens in St. Louis and Kansas City for six weeks in March and April.

Second Phase Outcomes

- Message: Open the Door to the Census Taker
- Targeted areas: central, southeast and southwest Missouri
- Aired 40 targeted: 30 radio messages May 17, 2010 - June 20, 2010, on MissouriNet (including KTTJ-FM, KTTS-FM, KKLR-FM, KTXV-FM)
- Purchased full page and 1/2 page ads in minority newspapers the months of May – June (St. Louis American and the Kansas City Call)

Added-Value Campaign

- Aired 85 bonus: 30 radio messages throughout the campaign on MissouriNet
- MissouriNet produced targeted commercials at no additional cost
- Banner ad was placed on www.MissouriNet.com throughout the campaign

Audience Estimates (Persons 12+, all radio campaigns)

- Reach: 1,304,700 (the number of different people who hear the message)
- Frequency: 8.6 (the number of times each person hears it)
- Gross Impressions: 11,275,200 (the number of different times the message is heard)

Newspaper Advertisements

The CCC Campaign ran three phases of messaging in minority Hispanic, African-American and Bosnian papers in hard-to-count areas of the state. The phases of messaging included: activation (March), non-response follow-up (April) and door-to-door operations (June). The newspaper ads helped to deliver the core messages including Census process and deadlines, the telephone questionnaire assistance line, and job opportunities with the Census Bureau and stressing the importance of “open the door” to a Census taker. One of the most important components of the advertisements stressed the confidentiality of Census. As the CCC learned, many hard-to-count groups fear government and are wary of filling out the Census form. The committee was careful to stress that information gathered through the Census is confidential and would not be shared with any other governmental entity.

Ads ran in minority papers including: *St. Louis American, Evening Whirl, Sabah News, Kansas City Call, Kansas City Globe, La Prensa Libre, St. Louis Argus, Red Latina, Dos Mundos,*

AYUDE A CONSTRUIR EL FUTURO DE NUESTROS VECINDARIOS.
LLÉNELO TAN PRONTO LO RECIBA Y DEVUÉLVALO POR CORREO.

CENSO 2010
ES SEGURO. ES FÁCIL. ES IMPORTANTE.

Ayude a construir el futuro de nuestros niños. La participación suya cuenta.

► Si necesita ayuda para llenar el formulario, por favor llame a la línea telefónica de asistencia al 866-872-6868. (Si prefiere una operadora en español llame al 866-928-2010).

► El Buró del Censo todavía necesita solicitantes calificados. Llame al 816-977-2140 y pida hablar con una persona que emplea.

2010.CENSUS.GOV

LA INFORMACIÓN DEL CENSO ES CONFIDENCIAL Y NO SE PUEDE COMPARTIR CON NINGUNA OTRA AGENCIA GUBERNAMENTAL.

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Limelight, Missouri State Post, and the St. Louis Sentinel. See **Appendix IX** for a complete schedule and pricing information.



A 1/4 ad (3x10) ran in 33 mid-size daily and weekly community newspapers for two weeks in March. The total circulation was: 594,480. In addition, the CCC utilized the Missouri Press Display Ad Network for 3 insertions of a one-fifteenth page ad (2 x 4) in 155 community newspapers across the state. The total circulation of this network was 916,301. The 33 mid-sized daily and weekly community papers included:

- *Bolivar Herald Free Press*
- *Boonville Weekend*
- *Branson Tri-Lakes*
- *Camdenton Lake Sun*
- *Cape Girardeau Southeast Missourian*
- *Cassville Barry Co. Advertiser*
- *Clinton Daily Democrat*
- *Columbia Tribune*
- *Eldon Advertiser*
- *Hannibal Courier – Post*
- *Houston Herald*
- *Jefferson City Tribune,*
- *The Northeast News (Kansas City),*
- *Kirksville Daily Express*
- *Lebanon Daily Record*
- *Linn Unterrified Democrat*
- *Marshall Democrat – News*
- *Maryville Daily Forum*
- *Mexico Ledger*
- *Moberly Monitor-Index*
- *Monroe City Lake Gazette*
- *Nevada Daily Mail*
- *Odessa Odessan and Park Hills Daily Journal*
- *Perryville Republic Monitor*
- *Poplar Bluff Daily American Republic*

- *Potosi Independent Journal*
- *Rolla Daily News*
- *Sedalia Democrat*
- *Trenton Republican Times*
- *Warrensburg Daily Star Journal*
- *Washington Missourian*
- *West Plains Daily Quill*

Bus Advertisements

Another strategy the committee adopted to reach out to the hard-to-count groups in Missouri included advertising on buses in hard-to-count areas. This was one strategy that the Census Bureau did not adopt. The Committee bought space in St. Louis, Kansas City and St. Joseph.

- * St. Louis
 - * Run dates: 2/8 – 5/2
 - * Type of placement
 - 30 bus tails (10 Spanish)
 - 150 interior (50 Spanish)
 - 75 Metro link interiors (25 Spanish)
- * St. Joseph
 - * Run Dates: 2/8 – 5/2
 - * Type of placement
 - Bus Tails: 12 (2 Spanish)
 - Interiors: 20 (5 Spanish)
 - Queen Side: 1
- * Kansas City
 - * Run Dates: 2/15 – 4/30
 - * Type of placement
 - 25 Taillights (10 Spanish)
 - 250 Interior Cards (50 Spanish)

Movie Advertisements

Movie Screens

The decision to advertise on movie screens was undertaken because of a fear by the committee that the Census Bureau's outreach to the college students would be average at best. The decision was made to promote the Census message in smaller college towns where movies are a main source of entertainment.

Vendor: Screenvision

Target constituency: College students

Message: The Census is important because it affects college students on everything from

housing to funding for financial aid.

Run dates: 6 week run, starting date 03/12/10

- * Carmik 10, Warrensburg, MO
 - Number of Screens: 10
- * Malco Trio, Sikeston, MO
 - Number of Screens: 3
- * Wehrenberg Campbell – Springfield, MO
 - Number of Screens: 16
- * Cape West, Cape Girardeau, MO
 - Number of Screens: 14
- * Jamestown , Florissant, MO
 - Number of Screens: 14
- * Osage Village, Osage Beach, MO
 - Number of Screens: 5
- * Wehrenberg Ronnie's 20 Cine, St. Louis, MO
 - Number of Screens: 19

Vendor: National Cinemedia

Target constituency: College students and general public

Run dates: 3/19/10 – 4/29/10

- * AMC, Esquire 7 - St. Louis, MO
 - Number of Screens: 7
- * St. Louis Mills 18 – St. Louis County
 - Number of Screens: 18
- * Independence 20 with IMAX – Independence, MO
 - Number of Screens: 20
- * Kansas City 18 Cinemas – Kansas City, MO
 - Number of Screens: 18
- * Mainstreet 6 – Kansas City, MO
 - Number of Screens: 6
- * College Station – Springfield, MO
 - Number of Screens: 14
- * Forum 4 – Rolla, MO
 - Number of Screens: 4
- * Forum 8 - Columbia, MO
 - Number of Screens: 8
- * Stadium 14 – Columbia, MO
 - Number of Screens: 14

- * Northstar 14 – Joplin, MO
 - Number of Screens: 14
- * Hollywood Theaters 10 – St. Joseph, MO
 - Number of Screens: 10

Other Outreach/Advertising Materials (See Appendix X for samples of all advertising and outreach materials)

Utility Inserts

The Government Subcommittee worked with the Missouri Association of Electric Cooperatives to place inserts into utility bills in the month of March. The goal of the utility inserts was to raise awareness in rural areas about the importance of the Census and key operational deadlines. The CCC paid for the graphic lay out of the utility inserts, printing and shipping. The electric cooperatives waived the insertion fee. Commissioner Simmons also wrote a column for *Rural Missourian*, the Missouri Association of Electric Cooperatives magazine. This magazine has a circulation of 1.3 million Missourians. Several of the Electric Cooperatives chose to participate, including the following:

Barry Electric Cooperative

- * Coverage area: Barry County and a few members in McDonald County including the towns of Cassville, Exeter, Jenkins, Seligman, Washburn, Wheaton, and the surrounding rural areas.



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- ★ Total members: 10,000

Gascosage Electric Cooperative

- ★ Coverage area: Camden, Maries, Phelps, and Pulaski Counties
- ★ Total Residents served: 8,500

Platte-Clay Electric Cooperative

- ★ Coverage area: Clay, Platte, Buchanan, Caldwell, Clinton and Ray Counties
- ★ Total Members: 22,000

Southwest Electric Cooperative

- ★ Coverage Area: Warsaw, Frisco, Camdenton, Wheatland, Preston, Mack's Creek, Bolivar, Buffalo, Fair Grove and Springfield
- ★ Total Members: 33,000

United Electric Cooperative

- ★ Coverage area: parts of Nodaway, Worth, Holt, Gentry, Andrew, DeKalb, Buchanan & Clinton Counties
- ★ Total Members: 8,500

White River Electric Cooperative

- ★ Coverage area: portions of Ozark, Taney, Douglas, Stone and Christian Counties
- ★ Total Members: 38,000

In addition to utility inserts, members of the CCC worked with Laclede Gas in St. Louis and KCPL in Kansas City to have the Census message printed directly on utility inserts in the months of March and April.

Again, the message included the importance of the Census, key operational deadlines and contact information for assistance in filling out the form. KCPL touched approximately 600,000 residents in and around the Kansas City metro area. In March, Laclede Gas ran an article in their customer newsletter, the Pilot about Census that was sent with the March bills. In April, they ran the message on both their print and e-bills which reached all 630,000 members. Laclede also hung Census related posters in on the floors of their Olive Street headquarters in St. Louis.

In addition to reaching out through traditional utility inserts, the Government subcommittee worked with the Public Housing Association to distribute post cards for display in the public housing authority facilities across the state when residents visit to pay their rent and utility bills. In total, the CCC mailed 38,000 postcards to 99 public housing authorities across the state.

Lottery Tickets

An innovative idea out of California in 2000 was printing the Census message on lottery tickets. The CCC partnered with the Missouri Lottery Commission to implement this idea in Missouri – with great success. Messages ran on Powerball, Missouri Lotto, Pick 3, Pick 4, Show Me Cash, Lucky Dough, and Club Keno. The campaign ran for six weeks encompassing three phases: awareness, activation and non-response follow-up. In total, 14,429,777 tickets were sold containing the Census message.

Phase 1: Awareness

Message: You Count! Census 2010

Weeks ran: Jan 10 – Jan 16 and Feb 14 – Feb 20

Total Tickets Sold: 4,526,002

Phase 2: Activation

Message: Fill it Out! Mail it In! Census 2010

Weeks ran: March 14 – March 20 and April 11 – April 17

Total Tickets Sold: 5,079,148



Phase 3: Non-Response Follow-Up

Message: Filled out your Census form?
Census 2010.

Weeks ran: May 16 – May 22 and June 13 – June 19

Total Tickets Sold: 4,824,627

Non-Response Follow-Up

The Non-Response Follow-Up Plan (NRFU) focused on counties that had 2010 Census participation rates at 60 percent and below. Many of these counties also bordered counties that had rates just above 60 percent, so the NRFU efforts benefited those areas as well. The NRFU media plan consisted of TV, radio and newspaper buys. Radio ads ran from May 15 – June 30; TV ads ran from June 1 – June 30. Ads were also placed two ads in newspapers in Kansas City and St. Louis minority papers. Of the 23 counties, there were 39 regional papers for potential placement.

The CCC once again chose to contract with Learfield and the Missouri Broadcaster's Association, as well as the Missouri Press Association to run the newspaper ads.

Missouri Broadcaster's Association

Phase 2 Non-Response Follow-Up: May 15 – June 30

- Target: Non-Response Follow-up in counties or regions with 60 percent response rate or less
- Message: Open Your Door for your Community – Open the Door for the Census Taker
- Counties targeted: Camden, Reynolds, Hickory, Wayne, Benton, Taney, Carter, Iron, Ripley, Stone, Mercer, Ozark, Washington, Pemiscott, Pulaski, Shannon, St. Clair, Barry, Bollinger, Knox, Miller, Sullivan, McDonald and Oregon
- TV and radio: 30 second spots in medium and small markets
- 128 medium market TV messages
- 16 small market radio messages
- 4,081 :30 second radio spots
- ★ Value \$110,534

- 181 television spots
- ★ Value: \$43,550
- Dollar value provided for each dollar invested (guaranteed to be at least \$4): \$9.34
- Cost per spot: \$3.87

Phase 3 – Telephone Questionnaire

Assistance Line: June 28 – July 10

- Target: Areas with 2010 low response rate and a 2000 low response rate, target those who might not have gotten a form or who have not been visited by a Census worker
- Message: still time left to call the Telephone Questionnaire Assistance line to give your information over the phone
- Aired in the following markets: Kansas City, St. Louis, Southeastern, South Central, Southwestern, and Central Missouri markets
- Information about outcomes not available at publication time

Learfield News

Phase 2 – Non-Response Follow-Up ran May 17 - June 20th

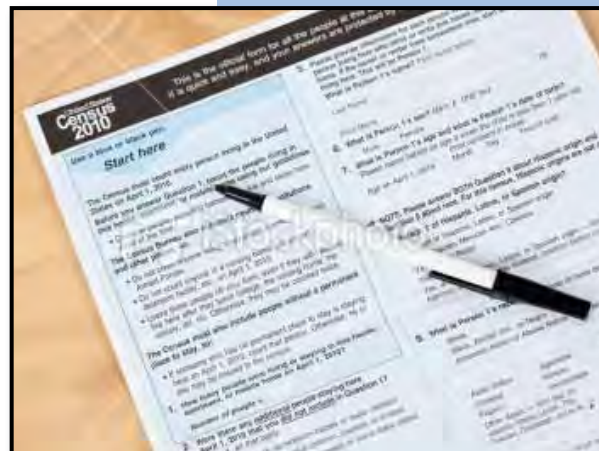
- Message: Open the Door to the Census Taker
- Targeted areas: central, southeast and southwest Missouri
- Aired 40 targeted: 30 radio messages May 17, 2010 - June 20, 2010, on Missouri net (including KTTJ-FM, KTTS-FM, KKLK-FM, KTXF-FM)
- Purchased full-page and 1/2 page ads in minority newspapers the months of May – June (St. Louis American and the Kansas City Call)

Daily and Weekly Community Papers

In addition, the CCC targeted low-performing counties in May and ran

“There are some counties that are below the national rate. We will continue with our marketing efforts to encourage those residents to fill out their Census form and mail it back.”

– Commissioner Kelvin L. Simmons



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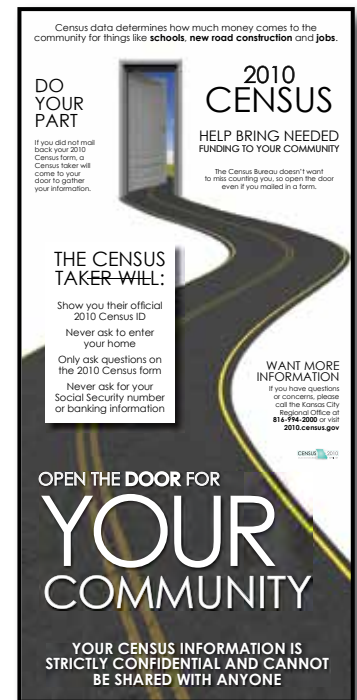
an advertisements in daily and weekly community newspapers encouraging residents to “open the door” to their Census taker. Overall, 24 low performing counties were identified (participation rates at 60 percent or below) and within these counties, 33 newspapers were identified. The advertisement ran in the following newspapers:

- *Branson Taney Co. Times*
- *Branson Tri-Lakes News*
- *Camdenton Lake Sun*
- *Caruthersville Democrat Argus*
- *Cassville Barry Co. Advertiser*
- *Cole Camp Courier*
- *Crane Chronicle/Stone Co. Republican*
- *Dixon Pilot*
- *Doniphan Prospect- News*
- *Edina Sentinel*
- *Eldon Advertiser*
- *Ellington Reynolds Co. Courier*
- *Eminence Current Wave*
- *Gainesville Ozark County Times*
- *Hermitage Index*
- *Ironton Mountain Echo*
- *Kimberling City Stone County Gazette*
- *Marble Hill Banner-Press*
- *Mercer County Mirror*
- *Milan Standard*
- *Monett Times*
- *Osceola St. Clair County Courier*
- *Peidmont Journal/Banner*
- *Potosi Independent Journal*
- *Princeton Post-Telegraph*
- *Richland Pulaski Mirror*
- *Steele Enterprise*
- *Thayer South Missourian News*
- *Tuscumbia Miller Co. Autogram*
- *Van Buren Current Local*
- *Viburnum Quad County Star*
- *Warsaw Benton Co. Enterprise*
- *Waynesville Daily Guide.*

^a**Totally circulation was 102,058.**

Recommendations:

- The CCC spent a lot of time trying to anticipate the plans of the Census Bureau and as such lost a lot of time waiting for information from them. The Committee would recommend that in the future, the Committee spend less time trying to gather this information and instead try to carry out the plan with the best information possible.
- The future campaign should have a larger budget to allow for more media buys during the non-response follow-up phase throughout the summer.
- Staff must be well versed in state procedures to expedite media and advertising buys.



Media Contacts

News Releases, Stories and Inquiries

In addition to the paid media campaign, the CCC campaign also included a media relations component that complemented the Census Bureau efforts, the paid advertising campaign and the CCC campaign. The media played an integral role in helping to inform residents about the importance of the 2010 Census. During the 15 months that the committee functioned, a series of news releases were issued and many committee members and staff conducted interviews and provided information. A list of media contacts in various forms is denoted below.

March – June 2009

Working with the Census Bureau, the Commissioner's office distributed media advisories regarding the first meeting of the committee. The Census Bureau then distributed a press release on the day of the meeting detailing the importance of the count and quoting Commissioner Simmons. Several reporters attended the meeting and interviewed the Commissioner and Matt Hesser, the state demographer, along with committee members. Individualized press releases were provided to the committee members so that they could interact with their local media. Media coverage during this time period included:

- "Missouri Demographer Urges High Census Count," Fox 2, St. Louis, March 30, 2009
- "Making the Census cool' in Missouri," Roseann Moring, St. Louis Post Dispatch, March 30, 2009
- "Increased Census participation could give Missouri more federal funding," Lee Logan/Associated Press, Columbia Missourian, March 30, 2009
- "Demographer: Missouri could keep House seat"
- "Sun Belt states may not see anticipated gain after Census"
 - ★ Chad Livengood, Springfield News-Leader, March 31, 2009

- "Group Tries to Better Census", KOMU TV 8, Columbia
- "Low Census numbers could mean Mo. loses seat in Congress," Jessica Machetta, MissouriNet, March 31, 2009.
- "Petersen represents Rolla on Missouri Census committee," The Rolla Daily News, April 5, 2009
- "The Good, the Bad and the Ugly," Vox Magazine, April 23, 2009
- "Missouri could lose House seat in 2010 Census," Emily Morris, The Maneater, May 7, 2009

July - September 2009

During this quarter the following media coverage appeared:

- "State Launches New Website to Promote 2010 Census," KTVO3, Kirksville, Aug. 25, 2009
- "Missouri Sets Up Census website," Springfield News Leader, Aug. 27, 2009
- "State Launches Web Site to Promote 2010 Census," KOMU, Columbia Aug. 27, 2009
- "Area Officials Push for Accurate Census Count," Sedalia Democrat, Sept 1, 2009
- "Preparing to Count Everybody," Bob Priddy, MissouriNet Aug. 30, 2009



In This Section:

March - June 2009

July - September 2009

October - December 2009

January - March 2010

April - June 2010

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- “Making Sure the Locals Get Counted,” Bob Priddy, MissouriNet Sept. 6, 2009
- NEWS RELEASE - State Launches New Website to Promote 2010 Census, Aug. 25, 2009

October - December 2009

Media coverage during the third quarter of operations was scant as the committee had little to discuss, while continuing to plan the big media push for the spring. The media contacts were:

- St. Louis American, editorial, Census “2010 Means Money and Power” 10/7/09
- KWMU, “Missouri Prepares for 2010 Census,” 10/20/2007
- KRCG, “Mo Census Panel OKs \$400,000 Advertising Plan,” 11/16/09
- Bnd.com, “Mo Census Panel OKs \$400,000 Advertising Plan,” 11/16/09
- The Missourian, “Federal Recovery money, spent on anti-smoking ads, Census,” 12/18/09

January - March 2010

By late winter and early spring, it was time to launch the campaign. The committee worked to communicate important upcoming dates such as when to expect to receive forms and what residents should do if they had not received one. It also was deemed important to reiterate the importance of the Census count. Media contacts increased dramatically as the committee issued more press releases and began a concerted effort to generate media interviews with the Commissioner, staff and committee members.

- MissouriNet, “2010 Census begins,” Jan 1
- MissouriNet, “Total Census count critical to Missouri’s holding all nine congressional seats,” Jan 13
- MissouriNet, Census officials reach out to “hard to count” Jan 17
- KFRU, Columbia, “The Morning Meeting with Renee Hulshoff and

Simon Rose,” Jan 28 interviewed Kelvin Simmons

- KRCG, Channel 13, Jefferson City, Reporter Kermit Miller attended January Complete Count Committee, Jan 25 meeting
- KOMU, Columbia, Lori Simms provided links to Census job information as well as an 800 number for job seekers to call to the station for a story, Jan 27
- KCHI, Chillicothe, Interview with Kelvin Simmons, Feb 4
- Zimmer Radio Group, Interview with Commissioner Kelvin Simmons, Feb 11
- KCMO, Kansas City, Interview with Lori Simms Feb 8
- WGEM, Quincy, Ill., Interview with Lori Simms, Feb 10
- KWIX, Mexico, Interview with Lori Simms, Feb 25
- KOMG, Springfield, Interview with Lori Simms, Feb 8
- KNEM/KNMO, Nevada, Interview with Lori Simms, Feb 8
- KJEL, Lebanon, Interview with Kelvin Simmons, Feb 11
- Ozark Radio Network, Interview with Kelvin Simmons, Feb 17
- Clear Channel Radio, “2010 Census,” Mar 4
- KOMU, Covered Census Road Show; interviewed Kelvin Simmons, Mar 15
- KRCG, “Missouri lawmakers urge citizens to fill out Census,” Mar 15
- Missouri Digital News, Covered Census Road Show, Mar 15
- Associated Press, Covered Census Road Show, Mar 15
- KWMU-St. Louis Public Radio, Covered Census Road Show, Mar 15
- MissouriNet, Covered Census Road Show, Mar 15
- KOMU, Census update with Matt Hesser, State Demographer, Mar 17
- KMMO- Marshall, Interview with Lori Simms on early response, Mar 25



- KMBC- Kansas City, Interview with Lori Simms on early response, Mar 25
- “Missouri could lose seat in U.S. House after 2010 Census,” Joplin Globe, Jan 6 *online version
- “Missouri could lose seat in U.S. House after 2010 Census,” Joplin Globe, Jan 13
- “Officials stress tax savings in high Census response,” St. Joseph News-Press, Jan 16
- Interview with CCC member John Petersen regarding college campus efforts, Associated Press, Feb 10
- Referred reporter to Sen. Rupp’s office regarding how Missouri will count prisoners, St. Joseph News-Press, Feb 11
- Interview with Lori Simms on statewide efforts; also directed reporter to local Census office in Columbia, Columbia Missourian, Mar 10
- Interview with Lori Simms regarding Missouri CCC and efforts to ensure a complete count. Additionally discussed Census Road Show, Missouri Courier, Mar 16
- Census Road Show, Jefferson City News Tribune, Mar 15
- Interview with Lori Simms following up on Census Road Show, Kansas City Star, Mar 17
- Referred reporter to local Census office in Columbia, Columbia Missourian, Mar 17
- Interview with Lori Simms on early response with Associated Press, Mar 25
- Referred reporter to local Census office regarding Queer the Census, Mar 25
- NEWS RELEASE - U.S. Census Bureau Unveils Website Detailing Participation Rates: Missouri Among Top States to Return Census Forms, Mar 25, 2010
- NEWS RELEASE - April 1 is Census Day - Missouri Statewide Complete Count Committee Reminds You to Return Your Form, Mar 31, 2010

April - June 2010

The Census Bureau designated April 1 as Census Day. The committee worked to remind residents to return their forms, distributed information on what to do if they did not receive a form and emphasized phone numbers to call for help. Media coverage included:

- Census Day interview with Lori Simms on KZIM, Cape Girardeau, Apr 1. Simms gave an update on Cape Girardeau County numbers
- Census Day interview with KTVI, St. Louis, Apr 1.
- Interview with Commissioner Simmons on MissouriNet, Apr 1. Commissioner urged continued participation
- Census follow-up interview on KZIM, Cape Girardeau with Lori Simms, Apr 12
- Census follow-up interview on KMOX, St. Louis with Lori Simms Apr 12
- Census follow up interview with Branson Tri-Lakes News with Lori Simms, Apr 12
- Census update interview with KZIM, Cape Girardeau, Apr 30 with Lori Simms
- Lori Simms referred KOMU, Columbia to local Census office in Columbia for specific information, May 4
- Lori Simms interview with KZIM, Cape Girardeau, June 18 in response to news release on late efforts to count and TQA lines
- Lori Simms responded to Southeast Missourian, Cape Girardeau in response to news release, June 18
- Commissioner Simmons interview with MissouriNet in response to news release
- Lori Simms spoke with Buffalo Reflex regarding Census in response to news



release. Referred to Census regional office for specific information., June 18

- NEWS RELEASE - Still Haven't Turned in Your Census Form? It's not too late. Apr 9, 2010


- NEWS RELEASE - Did Your Household Get Counted in the Census? It's Not Too Late Census Bureau Telephone Lines Still Open, June 17

Census data determines how much money comes to the community for things like **schools, new road construction** and **jobs**.

2010 CENSUS

If you did not mail back your 2010 Census form, a Census taker will come to your door to gather your information.

The Census Bureau doesn't want to miss counting you, so open the door even if you mailed in a form.



THE CENSUS TAKER WILL:

Show you their official 2010 Census ID
Never ask to enter your home
Only ask questions on the 2010 Census form
Never ask for your Social Security number or banking information

OPEN THE DOOR FOR YOUR COMMUNITY

DO YOUR PART

YOUR CENSUS INFORMATION IS STRICTLY CONFIDENTIAL AND CANNOT BE SHARED WITH ANYONE.

QUESTIONS

If you have questions or concerns, please call the Kansas City Regional Office at **816-994-2000** or visit **2010.census.gov**

CENSUS 2010
DEMOGRAPHICS AFTER 10

Social Media

Web Site

The Complete Count Committee launched a website in August 2009 to draw attention to the Census and serve as a resource for local groups and the public. The website included sample Census questionnaires, fact sheets and information on how to form local complete count committees. Existing local committees were asked to log on to the state site and list their information. Those local committees could also list their events on the state committee's website. Additionally, citizens could sign up to work on subcommittees of the statewide committee.



Facebook and Twitter

As social media networks continued to grow and provide alternate ways of disseminating information, the CCC established both Twitter and Facebook accounts. This third-party evangelistic way of spreading the word allows advocates to speak directly to their peer groups on the committee's behalf. By the end of the campaign, the Facebook account had 164 fans. The Twitter had 294

followers and continued to gain new followers even as the use of the account tapered off as the campaign wrapped up.

In This Section:

Web Site

Facebook and Twitter

Presentations

- Matt Hesser & Emily Smith, July 21, Institute of Internal Auditors. Audience: 60
- Matt Hesser, Aug. 31, Missouri House of Representatives Democratic Caucus. Audience: 43
- Adolfo Castillo, Sept. 17, Missouri State Student Government Association. Audience: 18
- Anna Crosslin & Josh Weise, National Pan Hellenic Society, Sept. 21, St. Louis. Audience: 5
- Josh Weise, National Pan Hellenic Society, Sept. 28, St. Louis, Audience: 18
- Lori Simms, Oct. 29, Lincoln University Public Relations class; class took on promoting Census to the campus as an assignment, Jefferson City, Mo.
- Emily Smith, Nov. 23, Missouri Association of County Commissioners, Tan-Tar-A Resort.
- Katina Jones, November 24, UMSL Thomas Jefferson Library, presentation re: 2010 Census and American Community Survey. Audience: 13 (local city leaders and library staff)
- Emily Smith, Dec. 15, Missouri Primary Care Association, Jefferson City, Mo.
- Matt Hesser & Katina Jones, Dec. 22, presentation to representatives from all state agencies, Jefferson City, Mo.
- Matt Hesser, Nov. 20, Mid-America Regional Council, Kansas City
- Emily Smith & Matt Hesser, Jan.13, Missouri Senate, Senate Seminar Presentation on Census, Jefferson City, Mo.
- Emily Smith, March 8, U.S. Census Bureau Road Show Event, Branson, Mo.
- Statewide Complete Count Committee, March 15, U.S. Census Bureau Road Show Event, Jefferson City, Mo.
- Emily Smith and Matt Hesser, March 23, Senate Committee on Redistricting, Presentation on Redistricting Process in Missouri and Census Data, Jefferson City, Mo.



State Committee Challenges

Time Frame

It was virtually impossible, once plans were solidified to carry out many of the tactics the subcommittees wanted to implement. By the time the statewide committee was established, the U.S. Census Bureau Partnership Support Program was fully engaged and had already organized to carry out many of the tactics the subcommittees wanted to implement. The statewide CCC and the subcommittees in many cases were unable to establish relationships with the organizations and associations that were necessary to realize their plan.

Communication with the Census Bureau

In 2000, one of the biggest criticisms from the committee, was the lack of communication from the Census Bureau regarding media buys they had purchased and what audiences would be targeted by those ads. With this knowledge, the 2010 CCC was vigilant about getting this information from the Census Bureau. Although the 2010 Committee was aware of targeted audiences and targeted messages, it was still unable to obtain information about the media buys the Census Bureau planned to air. Members of the Committee consistently met with Census Bureau staff about getting this information. The Census Bureau's early message was that their media campaign would "saturate" the market--this did not come to fruition. By not being privy to the Bureau's media plans, the Committee ran the risk of duplicating promotional and outreach efforts. While the Census Bureau was aware and acknowledged this fact, they were still unable to provide the committee with the information needed.

Communication with the Census Bureau throughout the campaign was tremendously difficult. The media plan was intended to compliment the Census Bureau's efforts not duplicate their efforts, however, once it was

determined that the Census Bureau was not going to provide this information, the Committee had to move forward with its radio, television and newspaper campaign, as it was one of the best ways to could reach out to the targeted audiences.

Additionally, early in the planning process, the Statewide CCC tried vigilantly to get a list of Local Complete Count Committees, to facilitate partnerships with them and leverage existing resources. The Committee tried to get this information from the designated Bureau contacts and were told that the information would be provided, however, after several months, the Committee gave up. In response, OA sought to gather information on local complete count committees (lcc's) by sending out letters to mayors and county commissioners across the state inquiring of any local complete count committees in their area. Unfortunately, at this point it had become too late to partner with the identified LCCs in any real and meaningful way. The 2010 MO CCC strongly articulated that one of the roles of the statewide CCC was to communicate and help coordinate the local effort. Although, the Census Bureau Partnership Support Program is intended to help guide the local efforts, oftentimes the statewide CCC would hear that Partnership Support Specialists were not responsive, did not provide materials and were not helpful to the local efforts.

Another issue that arose was the lack of timely notification given by the Census Bureau regarding their sponsored events and what role the state, and local CCC's, could play in these events. Coordinating events with a week or less notification was

In This Section:

Time Frame

Communication with the Census Bureau

Committee Participation and Membership



"A year may seem like a long way off, but the U.S. Census is the largest non-military mobilization in the country. There is a lot of preparation and awareness that goes into conducting a head count of this size."

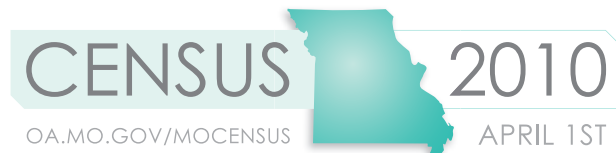
– Dennis Johnson, U.S. Census Bureau Regional Director of the Kansas City Regional Office

commonplace and unclear information as to who in the Bureau was organizing and executing events also proved to be equally common.

Committee Participation and Membership

The committee was appointed by former Gov. Matt Blunt and then reappointed by Gov. Jay Nixon when he came into office in January of 2009. OA staff followed up with each of the original appointees and found that most wanted to continue to serve. In the post-committee review, committee

members felt that it was not diverse enough and that in the future, there should be more individuals who represent the hard-to-count groups. Although each and every committee member was committed to increasing participation in the Census, it was still difficult to get many of the members to actively carry out the work of the Committee. Only a handful of individuals consistently provided input and guidance into the efforts.



Recommendations

Start Early – Planning is Crucial

The CCC process should have started much earlier. Several committee members stated that it would have been helpful to have some degree of state guidance and advocacy at the local level in 2007 during the initial stages of the Local Update of Census Address (LUCA). There also needed to be significant efforts early on to engage key constituencies and develop relationships with key leaders including political leadership at the state, local and federal level. The CCC was originally appointed in October 2008, just weeks before the election of a new governor. By the time the committee met for the first time, there was not enough time to engage key constituencies and critical networks as has been highlighted throughout this document. The committee should have been established and began planning at least 18 months in advance of Census Day. It takes six months to develop a strategy and to build the key relationships needed to advance an effective campaign.

Funding/Budget

Although the committee was able to achieve a lot of effective advertising for the campaign, there must be more funds available to carry out strategies not related to radio and television. Advertising comprised a large portion of the CCC budget and therefore future budgets should take into

consideration additional funds for other strategies. The CCC must be adequately funded to achieve the desired outcomes. The 2010 CCC suggests a total budget of \$1 million over the course of three years.

Multi-Year Effort

Missouri often looked to the efforts of Minnesota, another state on the cusp of either losing or gaining a seat. Minnesota saw that in order to prepare for the 2010 Census they would need a three-year initiative and solidified more than \$750,000 and 2.5 staff for the duration of the project.

Missouri's 2010 CCC recommended requesting a three year budget for the 2020 CCC, starting in 2017 with a small dollar amount and staff to facilitate and engage local leaders beginning with the LUCA effort. The committee suggested the following breakdown: Year 1 – \$100,000; Year 2 – \$200,000 and Year 3 – \$700,000 with 1

FTE, 3 FTEs and 3 FTEs respectively. The first year would establish the committee, inform process at the federal level and start to build relationships. The second and third years should focus on outreach to grassroots organizations and the third year should focus on the awareness campaign with targeted activities and processes.



In This Section:

Start Early – Planning is Crucial

Funding/Budget

Multi-Year Effort

Increased Political and Policy Support from State Leadership

Move Forward with Plan Regardless of Census Bureau

Primary Staff Support for Census 2020 Should Be Assigned to the Office of Administration

Increased Active Involvement from State Agencies and Departments

Diversify Committee Membership and Clearly Articulate Responsibilities of Members

Increased Political & Policy Support from State Leadership

Although staff reached out to legislative leaders, there was little support and a considerable lack of enthusiasm from the state leadership for Census. CCC staff must start early, engaging legislative leaders, statewide elected officials, the Congressional Delegation and the Governor's Office in how they can use their voice to encourage Missourians to participate in the Census and why it is so important.

Primary Staff Support for Census 2020 Should Be Assigned to the Office of Administration

The committee was very insistent that the CCC should remain within OA in 2020. As the central operating arm of state government, OA was perceived to be a leader among state agencies. In addition, the Governor's Liaison to the Census Bureau, the Missouri State Demographer resides within OA's Budget & Planning Division. In order to preserve institutional knowledge of the project, it is felt that it should not be moved around from one state agency to another as in the past. OA maintained strong relationships with the State Data Center Liaison within the Secretary of State's Office and it would also be recommended this person serve as a member of the CCC in the future.

OA must assign a staff person (or more) whose sole duty is to support this effort. The Campaign comprised only a portion of the responsibilities for the Special Assistant to the Commissioner, the Public Information Officer and the State Demographer. There was not sufficient staff dedicated within OA to support the considerable effort it took to manage the administrative functions of the committee and carry out its strategies.

Increased Active Involvement from State Agencies & Departments

Although OA staff reached out to multiple agencies, there was little support from the agencies in helping to promote the 2010 Census. In the future, it would be highly effective to have had regular meetings of the department directors, or their designees, to whom it can be articulated the level of importance of the Census to the state. Other states have been extremely successful in engaging their state agencies in the efforts to help spread the word. Some examples might include inserting Census information on tax preparation booklets, and making the Census message a part of mailings pertaining to public assistance or placing information in county social service offices. The CCC was successful, as mentioned earlier, in getting the Missouri State Lottery to print the Census message on their lottery tickets, distributing more than 300 posters to local public health agencies through the Department of Health and Senior Services and displaying posters in state office buildings. However, there was not a concerted effort from officials to encourage state agencies to support the CCC. The 2010 CCC would recommend an official from each department serve on future Complete Count Committees.

Diversify Committee Membership & Clearly Articulate Responsibilities of Members

The Committee should be more carefully selected for 2020 to ensure greater representation of hard-to-count groups.

In addition, the committee should have more diversity. There was little outreach to Hispanic groups through other avenues other than newspaper advertisements and no outreach to the homeless population. Future committees should include more representation for these groups.

Since committee staff and leadership were

not involved with the 2000 Census, it was difficult to gauge how much participation would be required of members. Staff gave members conservative estimates of about 10-15 hours per month, with one five to six hour meeting a month for the duration of the campaign. This was a fairly accurate estimate, although, most committee members did not participate at this level. In future campaigns, staff should clearly articulate the expectations, time-commitment requirement, timeline, and effective strategies from past campaigns to provide prospective members with a required level of involvement. Some

committee members who were actively involved suggested that members who were not engaged should be asked to leave the committee.

In the wrap-up survey of the committee it was also recommended that the Governor in 2018 should appoint at least five-10 members of the 2010 committee to serve on the 2020 committee.

HELP SHAPE THE FUTURE OF YOUR NEIGHBORHOOD



DO YOUR PART - AS SOON AS YOU GET IT. FILL IT OUT. MAIL IT.

Conclusion

As of April 27th, the mail back response rate for the state of Missouri was 73 percent, outpacing the national average of 72 percent. In 2000, the final mail back response rate was 74 percent. The Census Bureau was still collecting mail back forms after April 28; however, this was the last day to view the rates via their website. Two of our hardest-to-count areas, St. Louis and Kansas City, both increased their mail back rates. Kansas City increased from 71 percent to 73 percent and St. Louis increased from 64 percent to 67 percent. Given the increased mail back response rate in the urban areas, it is expected we will meet the 2000 mail back response rate, if not exceed it.

Despite the many challenges highlighted in this document including communication, a condensed time frame, and lack of participation by committee members, the campaign was still successful throughout the state in highlighting the importance of the Census. The advertising and media campaign was perceived as being very successful in gaining the attention of our hard-to-count groups and securing their participation in the Census. In the future, in order to fully evaluate advertising outcomes, market research should be conducted that can measure public awareness about the Census before and after the Campaign.

Future committees must begin to plan and cultivate at least 18 months in advance of the Census. It was virtually impossible to develop the relationships necessary to carry out the aggressive plans of the CCC in the time allotted. In addition, committee members must be fully committed and actively participate throughout the campaign. An awareness campaign of this magnitude cannot work without participation and input from a diverse working group.

The Committee did fall short in several areas including reaching out to the homeless, working with the faith community and working more closely with the Hispanic community. The faith-based subcommittee was unsuccessful in cultivating and expanding relationships with faith based leaders and organizations. In the future, committee representation must include representatives from these constituencies.

In addition, it is essential that future CCCs not rely on the U.S. Census Bureau for information about operations, as in most cases, the Census Bureau was unable to deliver on their promises. The CCC should work independently to develop and cultivate relationship with local and state leaders, local complete count committees and representatives from the hard-to-count groups to develop plans, set clear objectives and work towards ensuring that all Missourians are counted.



Appendix I. Executive Order 09-05



JEREMIAH W. (JAY) NIXON

GOVERNOR
JEFFERSON CITY
65102

P.O. Box 720
(573) 751-3222

Executive Order 09-05

WHEREAS, the United States Constitution mandates that the nation undertake a census of population every ten years; and

WHEREAS, the Census requires years of planning and requires more than 500,000 temporary workers; and

WHEREAS, it is vitally important that every household completes a Census form; and

WHEREAS, the Census is used to apportion seats in the United States House of Representatives; and

WHEREAS, the State of Missouri faces the possible loss of a seat in the United States House of Representatives based on Missouri's population counts relative to those of all other states; and

WHEREAS, federal funds are vital to Missourians and distributed based on population counts collected during the Census; and

WHEREAS, the United States Census Bureau encourages all states to form a Complete Count Committee with the goals of heightening awareness about the 2010 Census and encouraging the populace to participate in the United States Census of Population; and

WHEREAS, a Complete Count Committee is comprised of individuals, including the state demographer, who work together to develop outreach plans to encourage participation in the census to make sure all persons are counted; and

WHEREAS, the State of Missouri is committed to ensuring Missouri has an accurate count of its citizens during the 2010 Census.

NOW, THEREFORE, I, JEREMIAH W. (JAY) NIXON, GOVERNOR OF THE STATE OF MISSOURI, by virtue of the authority vested in me by the Constitution and laws of the State of Missouri, do hereby order the establishment of a Complete Count Committee.

I hereby charge the Committee with heightening Missouri's awareness of the 2010 Census, encouraging participation in the process, developing targeted community outreach and working to ensure that every resident is counted:

1. The Committee will be chaired by the Commissioner of Administration.

www.governor.mo.gov



JEREMIAH W. (JAY) NIXON

GOVERNOR
JEFFERSON CITY
65102

P.O. Box 720
(573) 751-3222

2. No more than 30 additional members will be appointed by the Governor. Additional appointments will represent Missouri's diverse population. Membership on the committee will be bipartisan and representative of the state. The State Demographer shall be one of the members.
3. The Governor will, whenever possible, appoint members who have interaction with Complete Count Committees that have been, or will be, established at the local or sub-state level.
4. The Committee shall begin work on an action plan soon after its formation that will identify specific areas or groups within Missouri, which are isolated geographically, linguistically, racially, culturally, or otherwise, that may be hard to enumerate. The plan also should identify strategies to overcome recognized barriers; develop campaigns targeted toward the identified areas or groups, which will build awareness of Census 2010; and encourage cooperation with enumerators.
5. The chair, in consultation with the Governor, will decide if the committee will have subcommittees. The purpose of such subcommittees will be to help the committee better achieve its mission on a particular geographic region or group of citizens within the State of Missouri.
6. The Committee members shall not be compensated for their services other than reimbursement of costs directly associated with the execution of their duties, subject to appropriation.
7. The Committee is authorized to submit requests for appropriations through the Commissioner of Administration necessary to carry out its charge.
8. The Committee shall fulfill this charge in the most cost-effective manner possible.
9. Staff support will be provided by the Office of Administration.
10. The Committee shall meet at least quarterly until March 31, 2010, and as often as is required thereafter to complete this charge.
11. The Committee shall provide quarterly reports to the Governor on its activities beginning March 30, 2009.
12. Wherever possible, the Committee should coordinate its efforts with those of the United States Bureau of the Census and Complete Count Committees established at the local or sub-state level.
13. The Committee shall submit a final report to the Governor summarizing its activities and suggesting improvements to Missouri's Complete Count Committee for Census 2020.
14. Executive Order 08-34 is hereby superseded and replaced by this Executive Order.

The Committee will complete its work and submit its final report by August 1, 2010.

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Missouri, in the City of Jefferson, on this 27th day of January, 2009.

Jeremiah W. (Jay) Nixon
Governor
ATTEST:

Robin Carnahan
Secretary of State

www.governor.mo.gov

Appendix II. Governor's FY '09 Budget Request

NEW DECISION ITEM									
RANK: <u>unranked</u>					OF _____				
Department <u>Office of Administration</u>					Budget Unit <u>30203</u>				
Division <u>Commissioner's Office</u>									
DI Name <u>Complete Count Committee</u>					DI# <u>1300050</u>				
1. AMOUNT OF REQUEST									
FY 2010 Budget Request					FY 2010 Governor's Recommendation				
	GR	Federal	Other	Total		GR	Fed	Other	Total
PS	0	0	0	0	PS	0	0	0	0
EE	0	0	0	0	EE	559,821	0	0	559,821
PSD	0	0	0	0	PSD	0	0	0	0
TRF	0	0	0	0	TRF	0	0	0	0
Total	0	0	0	0	Total	559,821	0	0	559,821
FTE	0.00	0.00	0.00	0.00	FTE	0.00	0.00	0.00	0.00
Est. Fringe	0	0	0	0	Est. Fringe	0	0	0	0
<i>Note: Fringes budgeted in House Bill 5 except for certain fringes budgeted directly to MoDOT, Highway Patrol, and Conservation.</i>					<i>Note: Fringes budgeted in House Bill 5 except for certain fringes budgeted directly to MoDOT, Highway Patrol, and Conservation.</i>				
Other Funds:					Other Funds:				
Notes:					Notes:				
2. THIS REQUEST CAN BE CATEGORIZED AS:									
<input type="checkbox"/> New Legislation <input type="checkbox"/> Federal Mandate <input type="checkbox"/> GR Pick-Up <input type="checkbox"/> Pay Plan					<input checked="" type="checkbox"/> New Program <input type="checkbox"/> Program Expansion <input type="checkbox"/> Space Request <input type="checkbox"/> Other: _____				
					<input type="checkbox"/> Fund Switch <input type="checkbox"/> Cost to Continue <input type="checkbox"/> Equipment Replacement				
3. WHY IS THIS FUNDING NEEDED? PROVIDE AN EXPLANATION FOR ITEMS CHECKED IN #2. INCLUDE THE FEDERAL OR STATE STATUTORY OR CONSTITUTIONAL AUTHORIZATION FOR THIS PROGRAM.									
<p>Complete Count Committee (CCC) is primarily an advertising and outreach campaign to encourage the populace to participate in the Census. It targets hard-to-enumerate groups and areas. Missouri needs an accurate count in 2010 because the State is at risk of losing one of its Congressional seats. In addition, it is estimated that states could lose roughly \$5,000 to \$10,000 in federal grant funding over the next decade for every person missed in the 2010 Census. Missouri operated a statewide CCC in both 1990 and 2000. Executive Order 08-34 was issued in October 2008, establishing a CCC for the 2010 Census. It is a bi-partisan, state-level committee comprised of up to 30 members and chaired by the Lieutenant Governor. The CCC will develop an action plan to identify specific areas or groups within Missouri, which are isolated geographically, linguistically, racially, culturally, or otherwise, that may be hard to enumerate.</p>									

37 MISSOURI COMPLETE COUNT

NEW DECISION ITEM
RANK: unranked OF

Department	Office of Administration	Budget Unit	30203
Division	Commissioner's Office		
DI Name	Complete Count Committee	DI#	1300050

4. DESCRIBE THE DETAILED ASSUMPTIONS USED TO DERIVE THE SPECIFIC REQUESTED AMOUNT. (How did you determine that the requested number of FTE were appropriate? From what source or standard did you derive the requested levels of funding? Were alternatives such as outsourcing or automation considered? If based on new legislation, does request tie to TAFP fiscal note? If not, explain why. Detail which portions of the request are one-times and how those amounts were calculated.)

33 Total number of members/staff incurring expenses (CCC has 30 members, 3 staff to assist)
12 Estimated number of FY 2010 meetings (estimated mileage, hotel, meal charges included in calculations)

Governor recommendations include estimated cost to lease meeting rooms, printing and postage costs for final report, and office supplies (see below).

5. BREAK DOWN THE REQUEST BY BUDGET OBJECT CLASS, JOB CLASS, AND FUND SOURCE. IDENTIFY ONE-TIME COSTS.

Budget Object Class/Job Class	Dept Req GR DOLLARS	Dept Req GR FTE	Dept Req FED DOLLARS	Dept Req FED FTE	Dept Req OTHER DOLLARS	Dept Req OTHER FTE	Dept Req TOTAL DOLLARS	Dept Req TOTAL FTE	Dept Req One-Time DOLLARS
							0	0.0	
							0	0.0	
Total PS	0	0.0	0	0.0	0	0.0	0	0.0	0
Total EE	0		0		0		0		0
Program Distributions							0		
Total PSD	0		0		0		0		0
Transfers									
Total TRF	0		0		0		0		0
Grand Total	0	0.0	0	0.0	0	0.0	0	0.0	0

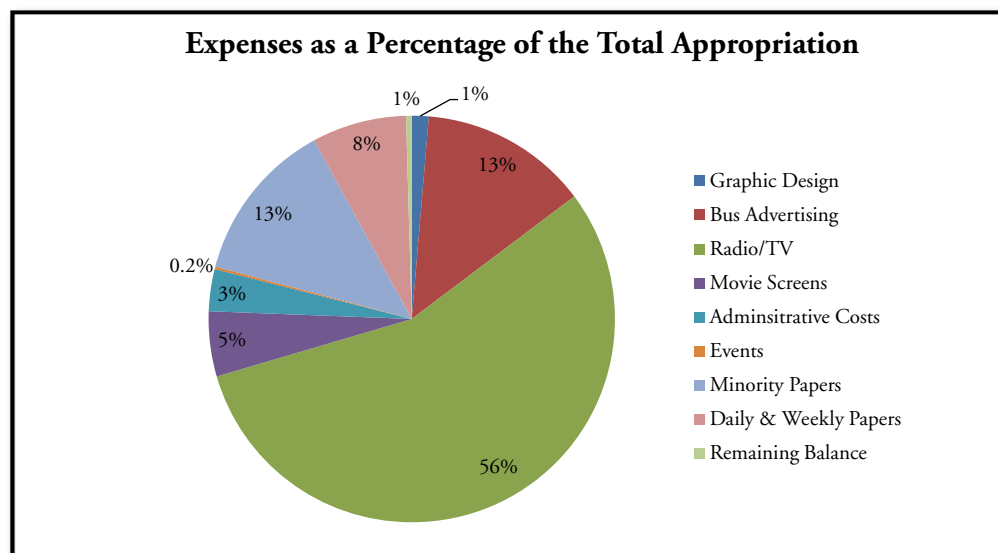
34

NEW DECISION ITEM
RANK: unranked OF

Department	Office of Administration		Budget Unit		30203				
Division	Commissioner's Office								
DI Name	Complete Count Committee		DI# 1300050						
	Gov Rec GR DOLLARS	Gov Rec GR FTE	Gov Rec FED DOLLARS	Gov Rec FED FTE	Gov Rec OTHER DOLLARS	Gov Rec OTHER FTE	Gov Rec TOTAL DOLLARS	Gov Rec TOTAL FTE	Gov Rec One-Time DOLLARS
Budget Object Class/Job Class									
							0	0.0	
							0	0.0	
Total PS	0	0.0	0	0.0	0	0.0	0	0.0	0
Travel, In-State	165,924						165,924		165,924
Supplies	6,218						6,218		6,218
Communication Serv & Supp	396						396		396
Professional Services	374,215						374,215		374,215
Real Property Rentals & Leases	9,108						9,108		9,108
Equipment Rentals & Leases	3,960						3,960		3,960
Total EE	559,821		0		0		559,821		559,821
Program Distributions							0		
Total PSD	0		0		0		0		0
Transfers									
Total TRF	0		0		0		0		0
Grand Total	559,821	0.0	0	0.0	0	0.0	559,821	0.0	559,821

Appendix III. Complete Count Committee Expenditures

CCC Budget as of July 30, 2010		
Phase I of Plan		
ARL Designs - graphic designer Anita Langemach	\$5,858.21	
Houk Transit Advertising - St. Joseph Bus Advertising	\$9,500.00	
Lamar Advertising Company - St. Louis Bus & Metro Advertising	\$30,225.00	
Missouri Broadcaster's Association (Radio/TV/Movie Screens)	\$100,000.00	
Screenvision Movie Screens	\$7,740.00	
Learfield Communications (Radio/Movie Screens)	\$87,535.00	
NCM Movie Screens	\$14,739.00	
Estimated CCC Admin. Costs as of July 30-including travel, printing, mail costs, food & telecommunications charges	\$14,500.00	
Roundtown Advertising - Kansas City Bus Advertising	\$18,361.25	
Events	\$900.00	
Minority Newspaper Advertising	\$50,391.50	
Advertising in Weekly and Daily Papers via MO Press Service	\$24,995.59	
Non-Response Follow-Up Plan		
Missouri Broadcaster's	\$33,550.00	
Learfield	\$21,000.00	
Advertising in Weekly and Daily Papers via MO Press Service	\$7,634.00	
Minority Papers	\$5,638.50	
Total Expended	\$432,568.05	
Total Appropriated	\$434,512.00	
Total Remaining	\$1,943.95	
Graphic Design	\$5,858.21	1.35%
Bus Advertising	\$58,086.25	13.43%
Radio/TV	\$242,085.00	55.96%
Movie Screens	\$22,479.00	5.20%
Administrative Costs	\$14,500.00	3.35%
Events	\$900.00	0.21%
Minority Papers	\$56,030.00	12.95%
Daily & Weekly Papers	\$32,629.59	7.54%
Remaining Balance	\$1,943.95	0.45%
	\$432,568.05	



Appendix IV. Complete Count Committee Contact Information

Ms. Jane Brown

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Higher Education Subcommittee Chair

Mr. Scott Burnett

Jackson County Legislator
Jackson County Legislature
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41 MISSOURI COMPLETE COUNT

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Lt. Gov. Peter Kinder

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Designee for Lt. Governor Peter Kinder/Faith Based Subcommittee
Chair

Commissioner Carolyn Loraine

Presiding Commissioner, Camden County
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Telephone Number: 573- 346-4440 ext. 1240

Mr. Robbie Myers

Vice President for Administration and Governmental Affairs
Three Rivers Community College
2080 Three Rivers Blvd.
Poplar Bluff, MO 63091
E-mail: rmyers@semo.net
Telephone Number: 573-727-4234

Mr. Claudio Perez-Korinko

President
IM International Marketing
1600 Genessee, Suite 806
Kansas City, MO 64102
E-mail: cperezkorinko@imintl.net
Telephone Number: 816-822-8331

Mr. John Petersen

Community Development Director
City of Rolla
P.O. Box 979
Rolla, MO 65402
E-mail: jpetersen@rollacity.org
Telephone Number: 573-364-5333

Mr. Don Reimal

Mayor
Independence
111 East Maple
Independence, MO 64050-3066
E-mail: dreimal@indepmo.org
Telephone Number: 816-325-7027

Mr. Jorge Riopedre

Owner
Carismedia, Inc
857 Oakbrook Lane
St. Louis, MO 63132-4814
E-mail: jorge@carismedia.com
Telephone Number: 314.709.0767

Ms. Anita Russell

President
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1601 E. 18th Street, Ste. 212
Kansas City, MO 64108
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Telephone Number: 816-444-9819

Ms. Brenda Shields

President & CEO
United Way of Greater St. Joseph
47 SE Erin Court
St. Joseph, MO 64507-7984
E-mail: brenda.shields@stjosephunitedway.org
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Commissioner Kelvin Simmons

Commissioner
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Mr. Francis Slay

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Mr. Josh Wiese

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 Designee for Mayor Slay/Media Subcommittee Chair

Mr. R.T. Turner

Presiding Commissioner
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Ms. Elizabeth Birks

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 Office of Supplier & Workforce Diversity
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 OA Staff/Business Subcommittee Chair

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State Data Center Liaison
 Secretary of State
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 SOS Staff/K-12 Subcommittee Chair

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 CCC Lead Staffer - Government Subcommittee Chair

Appendix V. Higher Education Census Class Announcement

CENSUS 2010 ANNOUNCEMENT

Please distribute this information to students, preferably the week of March 29 through April 2, 2010.

The U.S. Census of Population is being conducted and your participation is critical. Missouri is on the verge of losing a seat in the U.S. House of Representatives and millions of dollars in federal funding hangs in the balance. You could make the difference.

Note that you need to be included in the 2010 census even if you are not a U.S. citizen or do not have Missouri residency. If you are living in Missouri on April 1, 2010, you should complete the census form.

If you live off campus:

The Census Bureau will mail a census form to your address. You must complete the form and return it to the Census Bureau. Your parents have been instructed NOT to count you on their census form.

If you have roommates, you should include information about everyone at your address on one census form.

If your roommate left you off the form, go to your school's *Be Counted Center* and/or *Questionnaire Assistance Center* or call the U.S. Census Bureau. You can send an amended form.

If you live in a university-sponsored residence hall:

Your residence assistant (RA) will supply you with a census form to complete. If you think you were missed in this process, see the head RA in your residence hall.

If you live with your parents:

Make sure that your parents fill out and return the census form mailed to them and ensure that you have been included.

If you are an international student:

You must also participate. You are a resident of the United States while you attend this institution.

If you have any questions, go to your school's *Be Counted Center* and/or *Questionnaire Assistance Center*, or call the U.S. Census Bureau at 1-800-923-8282 or visit them at www.census.gov

The questionnaire is quick and completely confidential. All U.S. Census Bureau employees are subject to five years in prison and/or a \$250,000 fine if they ever share with anyone the information you provide.

Note that data on the forms should reflect the census date of April 1, 2010.

This year's census may be the most critical census count the State of Missouri has ever faced. Do your part. EVERYONE COUNTS. GET COUNTED!

NOTE TO PROVOSTS: The italicized text should be retained or omitted as appropriate to your institution. For example, some institutions may choose to set up Be Counted Centers or Questionnaire Assistance Centers, and other may not.

Appendix VI. Census Letter to Proprietary Schools

Ms. Cindy Goodnetter - Director
A Gathering Place-Wellness Ed. Center
12131 Dorsett Road, Suite 101
Maryland Heights MO 63043

March 10, 2010

Dear Ms. Goodnetter ,

Re: 2010 Census

My name is Jane Brown, and I am chair of the Higher Education Subcommittee for the Missouri Complete Count Committee. It's our job to count the "undercounted" in the 2010 census. I'm contacting you in your capacity for one simple purpose—to make sure students everywhere in the state of Missouri are counted in the census.

Will the students at your school be counted in the 2010 census? We hope so!

Historically, post secondary education students are not fully counted as a group. Why? Many work full time and attend school, leaving little time for anything else. Or, perhaps the census is simply not on their radar screen. Whatever the reason, Missouri is dangerously close to losing a congressional seat in the next census, resulting in an accompanying loss of federal funding for schools and other services.

Most students will receive their census survey forms by March 15, 2010. Forms are due back to the Census Bureau on April 1, 2010. How can you help bring this to the attention of students in your school?

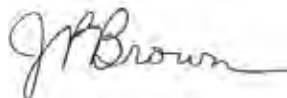
TEXT THEM. E-MAIL THEM. SEND A LETTER. ANNOUNCE IT DURING CLASS.

TELL THEM, "BE COUNTED IN THE 2010 CENSUS!"

To assist you, we have enclosed a page with information regarding students' participation in the process. We encourage you to share with your students those parts that are pertinent to their situation. For example, one section deals with dorms and/or residence halls. If your school does not provide group housing to students, there is no reason to give that information to them. Another section deals with international students. If you don't have any enrolled at your school, you don't need to pass that along either. But please, do pass along those parts which do pertain. Many students (who may have only been in elementary school when the last census was done in 2000) may only have a very sketchy understanding of the census, and they need your help.

Thank you for ensuring students at your school know how important each individual person is in the census. With your help, every Missourian, including those attending your school will be counted!

Sincerely,



Jane Brown
Chair, Higher Education Subcommittee
Governor Nixon's Complete Count Committee

Appendix VII. Feedback Report from Higher Education Institutions

The Higher Education Subcommittee posed the following to all colleges and universities in the state of Missouri:

Has enumeration of student housing and fraternities and sororities been completed on your campus? Also, please list any activities, notifications, announcements, etc. that have taken place on your campuses encouraging students to participate in the 2010 Census. If possible, please estimate the total number of students reached through these activities.

The responding campuses' reports follow. Reports are listed in the order received.

University of Missouri

At MU census enumerators have received rosters of students living in residence halls and each of the Greek houses for several months. Census questionnaires were distributed to all students in campus residence halls and fraternity and sorority houses the week of April 5. Students were asked to return the questionnaires by Friday, April 9. Our staff worked with residence hall students to get the forms returned on time. Columbia and Boone County census stats received every Monday show our returns for the campus housing have gone up significantly. MU promoted the 2010 Census through mass emails to all students and by distributing questionnaires during hall meetings in our residence halls. Because the actual census day was during spring break we found it necessary to concentrate our promotion of the census between March 15 and mid-April. Census promotion materials were distributed in the campus Recreation Center, the Memorial Union and several dining halls. The University also sent materials to all of our 600+ student organizations. Articles in the student newspaper also reminded students about the importance of returning the forms.

Truman State University

Truman State had 96% (2,386 individuals) of our on-campus students return their Census forms. We will be providing the Census workers with the information that they need to complete the process for the remaining 93 students. In the end 100% of our students living on campus will have been counted. Our sororities are housed on campus but our fraternities are not. We do not have information to report regarding the extent of the participation of students who live off campus.

Missouri University of Science and Technology

Missouri S&T reports that the 2010 Census forms have been distributed to Missouri S&T students living in residential halls along with Greek housing. The Missouri S&T 2010 Census Committee which was comprised of various student leaders and university staff members began meeting in October of 2009 and through the fall it prepared our strategy to educate students on the importance of completing their 2010 Census form. The results of this committee's efforts were different plans to distribute census information to our student population during the month of March through various venues. An information booth was setup in the Havener Center Atrium through the month of March and manned by S&T student volunteers who handed out various promotional items and census information. A large banner was also hung in the Havener Center Atrium (our student union) as a visual reminder to students. Early in March a Census link was added to Missouri S&T's website for students to access. Also in March the City of Rolla sponsored a Census car in the St. Pat's Parade.

This committee also solicited student support for other community census projects. Student organizations volunteered to place Door hangers on houses around the campus community. A special international students' campus party was organized to assist them in completing their Census form. The Residential Life

staff members made several announcements to the students living in the halls regarding how and when to complete census information and our Greek Life Office worked with the city to distribute census information to the fraternity and sorority houses.

Missouri Southern State University

Missouri Southern State University completed its final collection of 2010 Census Forms on April 16, 2010.

Census Activities

- 1) Posting flyers in our on-campus dining hall to remind students about the census.
- 2) Placed notices in the Post Office Area of our residence halls to remind students of the census, and the dates of administration.
- 3) Residence Hall Staff went door to door distribute the census forms. Once the census forms were complete, they were returned to the Housing Directors Office in the Student Life Center/Dining Hall.
- 4) The director of Housing followed up with the students on any forms that were missing.
- 5) The estimated number of students completing the census forms was 550 students.

University of Central Missouri

January

- 1) Table tents will be placed in the residence hall dining centers and the University Union regarding the importance of the census. A notation will be made in the tents in the residence halls that a floor meeting will be held to complete the forms.
- 2) Barb Carroll will be contacted to request a speakers bureau representative meet with the RHD staff as well as the Student Apartment Manager (SAM) staff.
- 3) A packet will be distributed to the CA's and SAM's that highlights the why of the census, importance of the census, and their specific responsibility related to the completion of the census forms.

February

- 1) Flyers will be generated for the main doors for distribution the week prior to the floor meetings.
- 2) Information will be shared with USHA and funneled through the hall councils regarding the census.
- 3) Communication pieces in the MuleSkinner Newspaper
- 4) Advertise on the UCM and UCM Housing Facebook page
- 5) Advertise on the Campus Cable Network
- 6) Advertise on Mule Max television channel
- 7) Advertise through the UCM newsletter

March

- 1) Send a series of weekly emails starting in mid-March and running through mid-April to all UCM students about timely information about the 2010 Census. Items to be included; clarifications of who should be counted where, Census Bureau procedures, frequently asked questions, etc.
- 2) Send an email to faculty and staff with timely census information about the 2010 Census.
- 3) Communication pieces in the MuleSkinner Newspaper
- 4) Advertise on the UCM and UCM Housing Facebook page
- 5) Advertise on the Campus Cable Network
- 6) Advertise on Mule Max television channel
- 7) Advertise through the UCM newsletter

University of Missouri Kansas City

The Division of Student Affairs and Enrollment Management at the University of Missouri—Kansas City sent mass e-mail notifications to all students regarding the importance of the census on two occasions: 15 March 2010 and 1 April 2010. The Division's websites also featured the Census 2010 logo as a link to the announcement. Leading up to the census, UMKC's Residential Life Office distributed free promotional materials to students—including mugs, notepads, pens, Frisbees, water bottles, stuffed footballs and other items—as well as collected completed census forms from residents.

Northwest Missouri State University

Northwest partnered with the City of Maryville, NW Regional Council, Chamber of Commerce, and PRSSA to promote the Census through presentations to local and non-profit organizations, schools, Northwest Organizations, Greeks, NW Missourian, local and county newspapers, radio, handouts, videos presentations at dorm meetings for on campus students and promotional giveaways (including t-shirts thrown at local Northwest basketball games to help educate and promote the Census to Maryville, Nodaway County and surrounding areas. The awareness program started in September of 2009 and continued through April 1, 2010.

University of Missouri at St. Louis

The University of Missouri-St. Louis and its various departments worked with the U.S. Census Bureau in promoting the 2010 Census around the campus. Information about the 2010 Census was available and distributed through the student center information desk, and career services. Student organizations teamed up with the surrounding municipalities, and the academic community to inform students on the importance of the Census through a seminar called News and Noon. Residential Life and Housing actively promoted the 2010 Census to the campus residential community of 1,050 students, with meetings, handouts, and electronic communication.

Missouri State University

Campus Events

Missouri State University Student Government Association (SGA) made certain to have the Census 2010 effort present at major campus events.

- New Student Festival: August 2009
 - o A table was displayed to all incoming freshman. The table included Census information and promotional flyers about its importance.
- Public Affairs Week: September 2009
 - o A Census 2010 Panel was conducted to inform students about the Census process and why it will be important for an accurate count. We had professors and city leaders on the panel who also took questions from the audience.
- Public Affairs Conference: April 2010
 - o The Census was announced at the Public Affairs Conference and free Census 2010 coffee mugs were handed out to all participants at the opening event.
- Promotional Items: March 2010-May 2010
 - o Additional promotional items were given to students at Athletics events, including basketball and baseball games.
 - o Promotional items were given to key faculty and staff members who work in Student Affairs.

Campus Publicity

Publicity about the Census 2010 was apparent in several high traffic areas and utilized in several mediums.

- Morning Line: April 2010
 - o Dr. Brian Calfano, Political Science professor, conducted an entire radio show about the Census 2010. This reached students, community members, and area residents. This effort was organized by Missouri State University.
- Promotional Video: October 2009
 - o Students created and directed a Census 2010 promotional video that was distributed on YouTube, Facebook, and Twitter. Additional uses of the listed networking sites promoted the Census 2010 to students.
 - o The Student Government Association website displayed a link to the Census 2010 website.
- Flyers: January 2010-May 2010

- o The campus displayed flyers and banners to students in high traffic areas and academic buildings.
- My.MSU Portal: March 2010
 - o The campus portal that all students log in to daily displayed information about the Census 2010.
- Campus wide emails: January 2010-April 2010
 - o Students were informed about the importance of the Census 2010 via email each month from January to April in the “Student Voice,” a publication of the SGA.
- Class announcements: Spring 2010
 - o Classes were reminded of the Census 2010 by their professors.

Residence Life

- Winter training about the Census 2010 for Resident Assistants (RAs) and members of Residence Hall Association (RHA).
- March 22-31 Hall Councils in Residence Halls held sessions on the Census 2010.
- March 29 – Door Hangers with Census 2010 information were distributed in Residence Halls; information about the Census 2010 added to ResLife and RHA websites.
- April 5- Banners and flyers hung throughout Residence Hall lobbies and floors.
- April 12 - RAs collected completed surveys from floor participants and encouraged a 100% count.

Fraternity and Sorority Houses

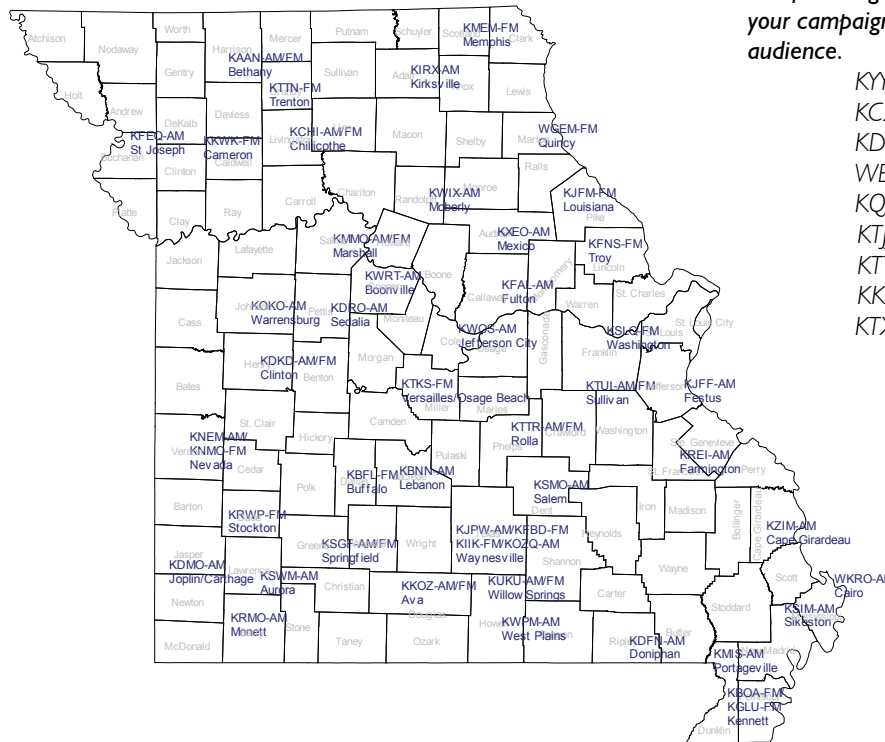
- Fraternity and Sorority presidents were contacted about the importance of a complete count of members living in their houses.
- Census takers successfully collected numbers from the Fraternity and Sorority houses.

Parents of Students

- Parents connected to Missouri State University’s SOAR Office were emailed information about the Census 2010. Parents were encouraged to communicate with their students about who was being counted and where to avoid an inaccurate count.

Appendix VIII. Map of Learfield Network

Missouri



The following stations were added to your campaigns to reach your target audience.

KYYS-AM, Kansas City
 KCZZ-AM, Kansas City
 KDTD-AM, Kansas City
 WEW-AM, St. Louis
 KQMO-FM, Aurora
 KTJJ-FM, Farmington
 KTTS-FM, Springfield
 KKLR-FM, Poplar Bluff
 KTXF-FM, Columbia

KSWM-AM.....Aurora	KCMO-AM.....Kansas City	KSIM-AM.....Sikeston
KKOZ-AM.....Ava	KCMO-FM.....Kansas City	KSGF-FM.....Springfield
KKOZ-FM.....Ava	KBOA-FM.....Kennett	KSGF-AM.....Springfield
KAAN-FM.....Bethany	KGLU-FM.....Kennett	KFEQ-AM.....St Joseph
KAAN-AM.....Bethany	KIRX-AM.....Kirksville	KTRS-AM.....St. Louis
KWRT-AM.....Boonville	KBNN-AM.....Lebanon	KRWP-FM.....Stockton
KBFL-FM.....Buffalo	KJFM-FM.....Louisiana	KTUI-AM.....Sullivan
WKRO-AM.....Cairo	KMMO-FM.....Marshall	KTUI-FM.....Sullivan
KKWK-FM.....Cameron	KMEM-FM.....Memphis	KTNN-FM.....Trenton
KZIM-AM.....Cape Girardeau	KXEO-AM.....Mexico	KFNS-FM.....Troy
KCHI-AM.....Chillicothe	KWIX-AM.....Moberly	KTKS-FM.....Versailles/Osage Beach
KCHI-FM.....Chillicothe	KRMO-AM.....Monett	KOKO-AM.....Warrensburg
KDKD-AM.....Clinton	KNMO-FM.....Nevada	KSLQ-FM.....Washington
KDKD-FM.....Clinton	KNEM-AM.....Nevada	KJPW-AM.....Waynesville
KFRU-AM.....Columbia	KMIS-AM.....Portageville	KLIK-FM.....Waynesville
KDFN-AM.....Doniphan	WGEM-FM.....Quincy	KFBD-FM.....Waynesville
KREI-AM.....Farmington	KTTR-FM.....Rolla	KOZQ-AM.....Waynesville
KJFF-AM.....Festus	KTTR-AM.....Rolla	KWPM-AM.....West Plains
KFAL-AM.....Fulton	KSMO-AM.....Salem	KUKU-AM.....Willow Springs
KWOS-AM.....Jefferson City	KDRO-AM.....Sedalia	KUKU-FM.....Willow Springs
KDMO-AM.....Joplin/Carthage		

Affiliates may be added or deleted from time to time. Broadcasts may occasionally conflict with local programming, in which case makegood commercials will be aired on the stations.

Appendix IX. Minority Newspaper Schedule & Expenditures

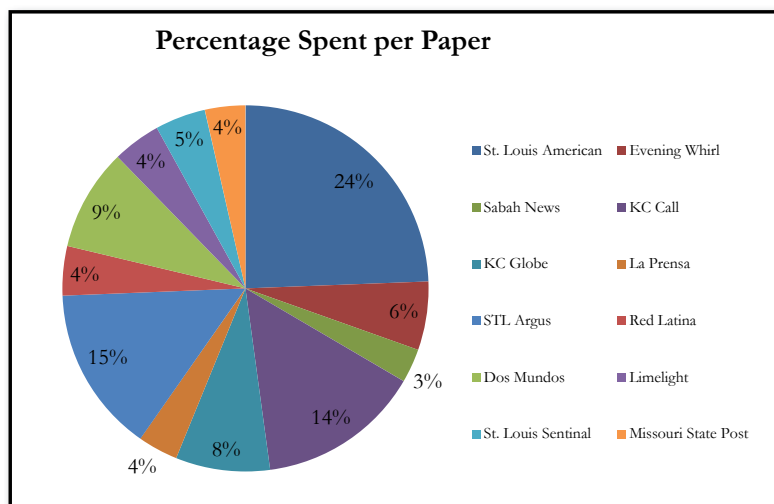
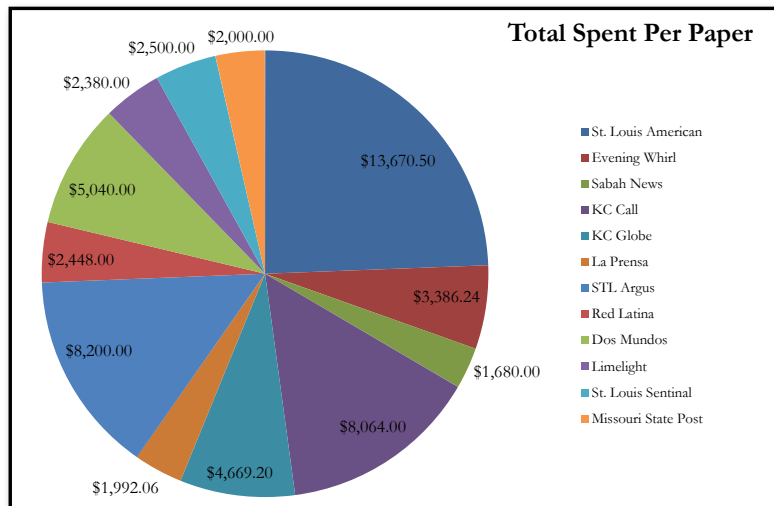
Complete Count Committee Minority Print Schedule

NEWSPAPER	LOCATION	AD SIZE	RUN DATES	QUOTED RATE	TOTAL	CONTACT	Ad Size	Deadline
STL American	STL	2 half; 2 full	March 11 half and 25 full; April 15 half and 26 full; May 27 half; June 17 half	\$1811.25 half \$3213 Full	\$13,671.00	Kevin Jones, (314) 289-5425 kjones@stlamerican.com	11.75" wide x 21" tall full; 11.75" wide x 10.5" tall half	Friday prior to publication; send ad to kjones@stlamerican.com
Evening Whirl	STL	4 qrt pages	March 8 and 22; April 19 and 26	\$846.56, quarter pg	\$3,386.24	Anthony Sanders; PO Box 8055; tpcwhirl@aol.com	5.75" x 10.5" quarter page	Friday prior to publication; send to tpcwhirl@aol.com
Sabah News	STL	4 jr. full page	March 9 and 23; April 13 and 27	jr. full page \$420	\$1,680.00	Ertana Dzidzovic sabahn.marketing@sbcglobal.net 314-351-0201	9" x 13.5" full; 9" x 7" half	Friday prior to publication; send to sabahn.marketing@yahoo.com
Kansas City Call	KC	2 half; 2 full	March 12 and 26; April 16 and 30; May 27 and June 17	\$2,016, full; \$1,008, half	\$8,064.00	(816) 842-3804	11" x 21" full; 5.4167" x 21" or 11" x 10.5" half	Wednesday prior to publication 1 p.m.; send ads to kccallads@yahoo.com
Kansas City Globe	KC	4 half page	March 11, March 25, April 15, April 29	\$1167.30 half	\$4,669.20	Marion Jordon Sr	11.125 X 10	Tuesday noon prior to publication; send to kcglobe@swbell.net

La Prensa Libre *formerly El Tiempo	SW MO	1 half; 1 full	March 25 and April 22	full \$1,359.66; half \$ 632.40	\$1,992.06	Dave McGough dave@arkansaspress.org (o) 501.374.1500 x107 (c) 501.580.1996	10" x 21.5" full 10" x 10" half	via email Friday prior to publication; send ads to dave@arkansaspress.org
St. Louis Argus	STL	2 full; 2 half	March 11 March 25 April 8 and 22	full \$2,735; half \$1,365	\$8,200.00	Azim Aziz 314-531-1323 office	13" x 21" full 6.5 x 21 or 13" x 10.5 " half	via email Monday 12 noon week of publication sendads@stlouisargus.com
Red Latina	STL	3 full	March 16, April 1, April 16	816 for 4x grayscale;	\$2,448.00	(314) 772-6362	9.75" x 12.36"	2 days prior to publication; send ads to redlatinastl@hotmail.com
Dos Mundos	KC	2 full; 1 half	March 25; April 8 and 22	\$2016, full; \$1008, half	\$5,040.00	Lisa Martinez 816-679-7070	11.5" x 21.5" full; 11.5" x 10.5" half	Tuesday prior to publication; classfieds@dosmundos.com
Limelight	STL	1 full page	April	full page \$2380	\$2,380.00	Gene Liss	10" x 16" full	one week prior to the last Thursday of the month - March 18 limelight@sbcglobal.net
Missouri State Post	STL	2 half page ads	April 15 & April 29	\$1,000.00	\$2,000.00		13" x 11"-Half	
St. Louis Sentinal	STL	2 half page ads	April 15 & April 29	\$1,250.00	\$2,500.00		11.75" x 10.5" - Half	

Total Complete Count Committee Appropriation: \$434,215

Minority Contracts:	Total Buy	As Percentage of Total Spent on Minority Contracts
St. Louis American	\$13,670.50	24.40%
Evening Whirl	\$3,386.24	6.04%
Sabah News	\$1,680.00	3.00%
KC Call	\$8,064.00	14.39%
KC Globe	\$4,669.20	8.33%
La Prensa	\$1,992.06	3.56%
STL Argus	\$8,200.00	14.64%
Red Latina	\$2,448.00	4.37%
Dos Mundos	\$5,040.00	9.00%
Limelight	\$2,380.00	4.25%
St. Louis Sentinel	\$2,500.00	4.46%
Missouri State Post	\$2,000.00	3.57%
Total Minority Newspapers	\$56,030.00	
Percentage of Total Appropriation		12.90%



Appendix X. Complete Count Committee Outreach Materials

Bus Advertisements



HELP SHAPE THE FUTURE OF
YOUR NEIGHBORHOOD.

CENSUS

FILL IT OUT MAIL IT IN APRIL 1ST

TELEPHONE QUESTIONNAIRE
ASSISTANCE CENTER
1.866.872.6868

CENSUS 2010
0A.MO.GOV/MOCENSUS APRIL 1ST

MORE
INFORMATION
2010.CENSUS.GOV



HELP SHAPE THE FUTURE OF YOUR NEIGHBORHOOD.

CENSUS

FILL IT OUT MAIL IT IN APRIL 1ST

CENSUS 2010
0A.MO.GOV/MOCENSUS APRIL 1ST

MORE
INFORMATION
2010.CENSUS.GOV

QUESTIONNAIRE
ASSISTANCE CENTER
1.866.872.6868

EL CENSO ES IMPORTANTE PARA TU FAMILIA Y TU COMUNIDAD,
Y AÚN MÁS IMPORTANTE PARA TUS HIJOS.



TODOS CUENTAN LLENA EL FORMULARIO ENVÍALO POR CORREO

CENSO

EL FUTURO DE ELLOS COMIENZA EL 1º DE ABRIL.

INFORMACIÓN : 2010.census.gov



EMPLEOS : 1.866.8612010



IT'S UP TO YOU.

CENSUS=

MONEY POWER INFORMATION

APRIL 1ST

1.866.872.6868
2010.CENSUS.GOV



MAKE A DIFFERENCE FOR YOUR COMMUNITY.

CENSUS 2010

FILL IT OUT MAIL IT IN APRIL 1ST

55 MISSOURI COMPLETE COUNT



MAKE A DIFFERENCE FOR YOUR COMMUNITY.

CENSUS 2010

CENSUS 2010
OAHQ.GOV/MOCENSUS APRIL 1ST

FILL IT OUT MAIL IT IN APRIL 1ST



HAZLO POR TUS HIJOS.
EL FUTURO DE ELLOS COMIENZA EL 1º DE ABRIL.

CENSO


CENSO 2010
OAHQ.GOV/MOCENSUS 1º DE ABRIL

TODOS CUENTAN LLENA EL FORMULARIO ENVÍALO POR CORREO

Public Housing Authority

CENSUS

= MONEY POWER INFORMATION



FILL IT OUT.
MAIL IT BACK.

YOUR INFORMATION IS KEPT
CONFIDENTIAL AND CANNOT BE
SHARED WITH ANY OTHER
GOVERNMENTAL AGENCY.

CENSUS 2010
OAHQ.GOV/MOCENSUS APRIL 1ST

HERE'S A CHANCE FOR YOU AND YOUR FAMILY TO DO THEIR PART TO BRING **\$1,300 PER PERSON** EVERY YEAR IN FEDERAL DOLLARS TO YOUR COMMUNITY FOR THINGS LIKE PUBLIC HOUSING ASSISTANCE, CHILD CARE ASSISTANCE, HEAD START PROGRAMS, SCHOOLS AND HOSPITALS.

MISSOURI COMPLETE COUNT

CENSUS
= MONEY POWER INFORMATION

FILL IT OUT
CENSUS 2010
DAVID GOODMAN/CORBIS
MAIL IT BACK

YOUR INFORMATION IS KEPT CONFIDENTIAL AND CANNOT BE SHARED WITH ANY OTHER GOVERNMENT AGENCY.

HERE'S A CHANCE FOR YOU AND YOUR FAMILY TO DO THEIR PART TO BRING **\$1,300 PER PERSON** EVERY YEAR IN FEDERAL DOLLARS TO YOUR COMMUNITY FOR THINGS LIKE PUBLIC HOUSING ASSISTANCE, CHILD CARE ASSISTANCE, HEAD START PROGRAMS, SCHOOLS AND HOSPITALS.

Newspaper Advertisements - First Phase African American

HELP SHAPE THE FUTURE OF YOUR NEIGHBORHOOD

DO YOUR PART - AS SOON AS YOU GET IT
FILL IT OUT & MAIL IT

CENSUS
= MONEY POWER INFORMATION

► For assistance in completing the form, call to find a questionnaire assistance center at **866.872.6868**.

► The Census Bureau is still looking for qualified applicants, call **314.802.9410** and ask to speak with a recruiter.

INFORMATION IS CONFIDENTIAL & CANNOT BE SHARED WITH ANY OTHER GOVERNMENT AGENCY

MORE INFORMATION: **2010CENSUS.GOV**

HELP SHAPE THE FUTURE OF YOUR NEIGHBORHOOD

DO YOUR PART - AS SOON AS YOU GET IT. FILL IT OUT. MAIL IT.

CENSUS
= MONEY POWER INFORMATION

MORE INFORMATION:
2010CENSUS.GOV

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CENSUS INFORMATION IS CONFIDENTIAL AND CANNOT BE SHARED WITH ANY OTHER GOVERNMENT AGENCY

57 MISSOURI COMPLETE COUNT

Newspaper Advertisements - First Phase Hispanic

AYUDE A CONSTRUIR EL FUTURO DE
NUESTROS VECINDARIOS.
LLÉNELO TAN PRONTO LO RECIBA Y DEVUÉLVALO POR CORREO.

CENSO 2010

ES SEGURO. ES FÁCIL. ES IMPORTANTE.

Ayude a construir el futuro de nuestros **niños**. La participación suya cuenta.

► Si necesita ayuda para llenar el formulario, por favor llame a la línea telefónica de asistencia al **866-872-6868**.
(Si prefiere una operadora en español llame al **866-928-2010**).

► El Buró del Censo todavía necesita solicitantes calificados: Llame al **816-977-2140** y pida hablar con una persona que emplea.

2010.CENSUS.GOV



CENSO 2010
QUINTO CENSO DE LOS ESTADOS UNIDOS
1º DE ABRIL

LA INFORMACIÓN DEL CENSO ES CONFIDENCIAL Y NO SE PUEDE COMPARTIR CON NINGUNA OTRA AGENCIA GUBERNAMENTAL.

AYUDE A CONSTRUIR EL FUTURO DE NUESTROS VECINDARIOS.
LLÉNELO TAN PRONTO LO RECIBA Y DEVUÉLVALO POR CORREO.

CENSO 2010

ES SEGURO. ES FÁCIL.
ES IMPORTANTE.

AYUDE A CONSTRUIR EL FUTURO DE NUESTROS **NIÑOS**. LA PARTICIPACIÓN SUYA CUENTA.

► Si necesita ayuda para llenar el formulario, por favor llame a la línea telefónica de asistencia al **866-872-6868**.
(Si prefiere una operadora en español llame al **866-928-2010**).

► El Buró del Censo todavía necesita solicitantes calificados: Llame al **417-520-2530** y pida hablar con una persona que emplea.




LA INFORMACIÓN DEL CENSO ES CONFIDENCIAL Y NO SE PUEDE COMPARTIR CON NINGUNA OTRA AGENCIA GUBERNAMENTAL.

2010.CENSUS.GOV

Newspaper Advertisements - First Phase Bosnian

POMOZITE DA ISTAKNETE VAŠU ZAJEDNICU
ISPUNJAVAJUĆI VAŠU 2010 CENSUS FORMU.



VAŠE INFORMACIJE ĆE BITI ZAŠTIĆENE 72 GODINE.
POPUNITE FORMU ČIM JE DOBIJETE I POŠALJITE NATRAG.

CENSUS

UČINITE VAŠ DIO.

CENSUS PODACI ODREĐUJU KOLIKO
NOVCA ĆE BITI ISKORIŠTENOM NA ŠKOLOSTVO,
NOVE PUTEVE I NOVA RADNA MJESTA.

Za pomoć
prilikom
popunjavanja
forme, nazovite
na **866-872-6868**
da dobijete
centar za pomoć
u vašoj blizini.

Census biro još
uvjek prima
kvalificirane
aplikante: Nazovite
314-800-0680
i tražite da
razgovarate sa
regrutantom.

CENSUS 2010
DAVID.GOV/MOCENSUS APRIL 1ST

MORE INFORMATION: 2010CENSUS.GOV

**Newspaper Advertisements - First Phase
Daily & Weekly Papers Statewide**



HELP SHAPE THE FUTURE OF OUR COMMUNITY
BY FILLING OUT YOUR 2010 CENSUS FORM.

CENSUS

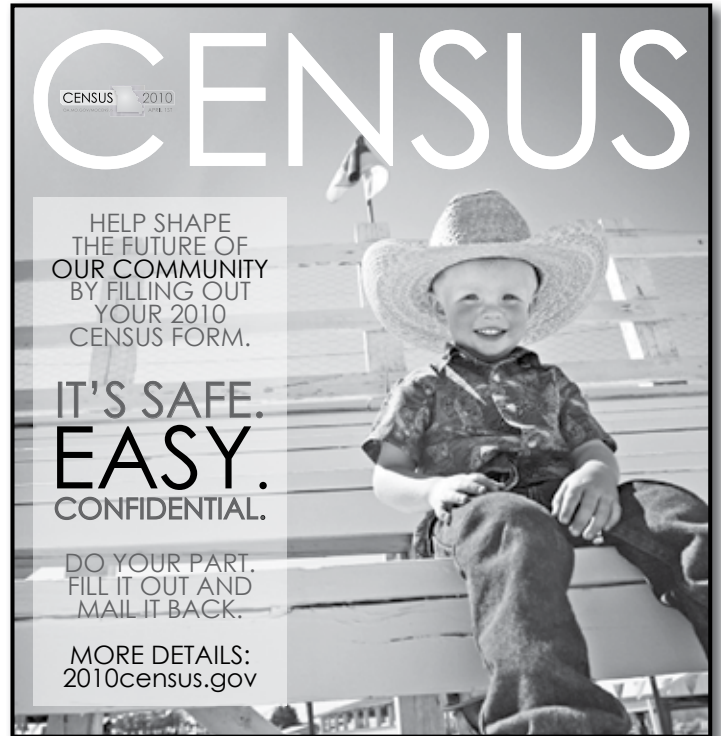
CENSUS 2010

Census data determines how much money comes to our community for things like schools, new road construction and jobs.

DO YOUR PART. FILL IT OUT AND MAIL IT BACK.

Your information is confidential and cannot be shared with any other agency.

MORE DETAILS:
2010census.gov



CENSUS

CENSUS 2010

HELP SHAPE THE FUTURE OF OUR COMMUNITY BY FILLING OUT YOUR 2010 CENSUS FORM.


**IT'S SAFE.
EASY.
CONFIDENTIAL.**

DO YOUR PART. FILL IT OUT AND MAIL IT BACK.

MORE DETAILS:
2010census.gov

Newspaper Advertisements - Second Phase African American

DID YOU KNOW THAT AFRICAN-AMERICANS ARE OFTEN UNDERCOUNTED IN THE CENSUS?



DO YOUR PART TO BRING NEEDED FUNDS TO YOUR COMMUNITY

CENSUS


BE A PART OF HISTORY. FILL OUT YOUR FORM AND MAIL IT BACK.

► FOR ASSISTANCE IN COMPLETING THE CENSUS FORM, CALL TO FIND A QUESTIONNAIRE ASSISTANCE CENTER NEAR YOU AT 866.872.6868.

► INFORMATION IS CONFIDENTIAL & CANNOT BE SHARED WITH ANY OTHER GOVERNMENT AGENCY

MORE INFORMATION: 2010CENSUS.GOV

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CENSUS

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MORE INFORMATION: 2010CENSUS.GOV

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Newspaper Advertisements - Second Phase Hispanic

¿SABÍA USTED QUE MUCHOS HISPANOS NO SON CONTADOS EN EL CENSO?

CENSO

SEA PARTE DE LA HISTORIA.

MARQUE UNA DIFERENCIA EN LA VIDA DE NUESTROS NIÑOS Y DE NUESTRAS FAMILIAS. LLENE SU FORMULARIO DEL CENSO Y DEVUÉLVALO POR CORREO.

► Si necesita ayuda para llenar el formulario, por favor llame a la línea telefónica de asistencia al **866-872-6868**. (Si prefiere una operadora en español llame al **866-928-2010**).

► La información del Censo es confidencial y no se puede compartir con ninguna otra agencia gubernamental.

EL FUTURO DE SUS HIJOS COMIENZA EN EL 2010.

2010.CENSUS.GOV



CENSO 2010
CENSUS 2010

¿SABÍA USTED QUE MUCHOS HISPANOS NO SON CONTADOS EN EL CENSO?

EL FUTURO DE SUS HIJOS COMIENZA EN EL 2010

CENSO

2010

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2010.CENSUS.GOV



CENSO 2010
CENSUS 2010

Newspaper Advertisements - Second Phase
Bosnian

DALI ZNATE DA BOSANCI MNOGO PUTA
NISU UBROJANI U POPISU STANOVNIKA?



UCINITE VASU ULOGU DA BI POTREBAN NOVAC DOSAO U VASU ZAJEDNICU.

BUDITE ULOGA U ISTORIJI.

CENSUS

ISPUNITE VAS FORMULAR ZA POPIS
STANOVNIKA I POSALJITE NAZAD.

Vase informacije su zasticene
i nemogu biti podijeljene
sa drugim drzavnim
agencijama.

Za pomoc sa popunjavanjem
nazovite **866-872-6868**
da dobijete centar u
vasoj blizini.

CENSUS 2010
O.A.M.O.G.O.V./MOCENSUS APRIL 1ST

Newspaper Advertisements - Door to Door Operations

Census data determines how much money comes to the community for things like **schools, new road construction** and **jobs**.

2010 CENSUS

If you did not mail back your 2010 Census form, a Census taker will come to your door to gather your information.

The Census Bureau doesn't want to miss counting you, so open the door even if you mailed in a form.

OPEN THE DOOR FOR YOUR COMMUNITY

DO YOUR PART

YOUR CENSUS INFORMATION IS STRICTLY CONFIDENTIAL AND CANNOT BE SHARED WITH ANYONE.

THE CENSUS TAKER WILL:

- Show you their official 2010 Census ID
- Never ask to enter your home
- Only ask questions on the 2010 Census form
- Never ask for your Social Security number or banking information

QUESTIONS

If you have questions or concerns, please call the Kansas City Regional Office at **816-994-2000** or visit **2010.census.gov**

CENSUS 2010

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2010 CENSUS

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WANT MORE INFORMATION

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CENSUS 2010

OPEN THE DOOR FOR YOUR COMMUNITY

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Utility Inserts

Barry Electric Cooperative - Front



IT'S IN OUR HANDS

BARRY ELECTRIC COOPERATIVE MEMBERS

SAFE : EASY
IMPORTANT


CENSUS  2010
OA.MO.GOV/MOCENSUS APRIL 1ST

Back

IT'S IN OUR HANDS

BARRY ELECTRIC COOPERATIVE MEMBERS

2010.CENSUS.GOV




QUESTIONNAIRES WILL ARRIVE IN **MID-MARCH**. DO YOUR PART FOR YOUR COMMUNITY — FILL IT OUT AND MAIL IT BACK.

10 QUESTIONS : 10 MINUTES

EVERYBODY COUNTS IN THE 2010 CENSUS!

Here's the chance for Barry Electric Cooperative members to help bring home Missouri's share of federal dollars. Every year federal dollars are used in your community for things like business development, schools and roads. Help bring your federal tax dollars back to your community.

It's safe, it's easy and it's important.

CENSUS  2010
OA.MO.GOV/MOCENSUS APRIL 1ST

NEED HELP COMPLETING THE FORM?
CALL THE QUESTIONNAIRE ASSISTANCE LINE
at 1.866.872.6868

Gascosage Electric Cooperative - Front



GET COUNTED

GASCOSAGE ELECTRIC COOPERATIVE

SAFE : EASY
IMPORTANT


CENSUS 2010
OA.MO.GOV/MOCENSUS APRIL 1ST

Back

GET COUNTED

GASCOSAGE ELECTRIC COOPERATIVE

2010.CENSUS.GOV



QUESTIONNAIRES WILL ARRIVE IN **MID-MARCH**. DO YOUR PART FOR YOUR COMMUNITY — FILL IT OUT AND MAIL IT BACK.

10 QUESTIONS : 10 MINUTES

EVERYBODY COUNTS IN THE 2010 CENSUS!

Here's the chance for Gascosage Electric Cooperative members to do their part to bring **\$1,300 per person** every year in federal dollars to your community for things like business development, schools and roads. Help bring your federal tax dollars back to your community.

It's safe, it's easy and it's important.

CENSUS 2010
OA.MO.GOV/MOCENSUS APRIL 1ST

NEED HELP COMPLETING THE FORM?
CALL THE QUESTIONNAIRE ASSISTANCE LINE
at 1.866.872.6868

Missouri General - Front



IT'S IN YOUR HANDS

SAFE : EASY
IMPORTANT

CENSUS 2010
OA.MO.GOV/MOCENSUS APRIL 1ST

Back

IT'S IN YOUR HANDS
MISSOURI

2010.CENSUS.GOV

QUESTIONNAIRES WILL
ARRIVE IN **MID-MARCH**.
DO YOUR PART FOR YOUR
COMMUNITY — FILL IT OUT
AND MAIL IT BACK.

10 QUESTIONS : 10 MINUTES

EVERYBODY COUNTS IN
THE 2010 CENSUS!

Here's the chance for you and your family
to do their part to bring **\$1,300 per person** every
year in federal dollars to your community for
things like business development, schools
and roads. Help bring your federal tax dollars
back to your community.

It's safe, it's easy and it's important.

CENSUS 2010
OA.MO.GOV/MOCENSUS APRIL 1ST

NEED HELP COMPLETING THE FORM?
CALL THE QUESTIONNAIRE ASSISTANCE LINE
at 1.866.872.6868

Platte-Clay Electric Cooperative - Front



WE'RE COUNTING ON YOU

PLATTE-CLAY ELECTRIC COOPERATIVE MEMBERS

CENSUS  **2010**
OA.MO.GOV/MOCENSUS APRIL 1ST

SAFE : EASY : IMPORTANT

Back

WE'RE COUNTING ON YOU

PLATTE-CLAY

ELECTRIC COOPERATIVE MEMBERS



2010.CENSUS.GOV

QUESTIONNAIRES WILL
ARRIVE IN **MID-MARCH**.
DO YOUR PART FOR YOUR
COMMUNITY — FILL IT OUT
AND MAIL IT BACK.

10 QUESTIONS : 10 MINUTES

EVERYBODY COUNTS IN THE 2010 CENSUS!

Here's the chance for Platte-Clay Electric Cooperative members to do their part to bring **\$1,300 per person** every year in federal dollars to your community for things like business development, schools and roads. Help bring your federal tax dollars back to your community.

It's safe, it's easy and it's important.

CENSUS  **2010**
OA.MO.GOV/MOCENSUS APRIL 1ST

NEED HELP COMPLETING THE FORM?
CALL THE QUESTIONNAIRE ASSISTANCE LINE
at 1.866.872.6868

Southwest Electric Cooperative - Front



GET COUNTED

SOUTHWEST ELECTRIC COOPERATIVE

SAFE : EASY
IMPORTANT

CENSUS  2010
OA.MO.GOV/MOCENSUS APRIL 1ST


Back

GET COUNTED

SOUTHWEST

ELECTRIC COOPERATIVE

2010.CENSUS.GOV



QUESTIONNAIRES WILL
ARRIVE IN **MID-MARCH**.
DO YOUR PART FOR YOUR
COMMUNITY — FILL IT OUT
AND MAIL IT BACK.

10 QUESTIONS : 10 MINUTES

EVERYBODY COUNTS IN
THE 2010 CENSUS!

Here's the chance for Southwest Electric Cooperative members to do their part to bring **\$1,300 per person** every year in federal dollars to your community for things like business development, schools and roads. Help bring your federal tax dollars back to your community.

It's safe, it's easy and it's important.

CENSUS  2010
OA.MO.GOV/MOCENSUS APRIL 1ST


NEED HELP COMPLETING THE FORM?
CALL THE QUESTIONNAIRE ASSISTANCE LINE
at 1.866.872.6868

St. Louis - Front



Back

IT'S IN YOUR HANDS ST. LOUIS



2010.CENSUS.GOV

QUESTIONNAIRES WILL ARRIVE IN **MID-MARCH**. DO YOUR PART FOR YOUR COMMUNITY — FILL IT OUT AND MAIL IT BACK.

10 QUESTIONS : 10 MINUTES


EVERYBODY COUNTS IN THE 2010 CENSUS!

Here's the chance for you and your family to do their part to bring **\$1,300 per person** every year in federal dollars to your community for things like business development, schools and roads. Help bring your federal tax dollars back to your community.

It's safe, it's easy and it's important.

CENSUS 2010

OA.MO.GOV/MOCENSUS



APRIL 1ST

NEED HELP COMPLETING THE FORM?
CALL THE QUESTIONNAIRE ASSISTANCE LINE
at 1.866.872.6868

United Electric Cooperative - Front



IT'S IN OUR HANDS

UNITED ELECTRIC COOPERATIVE MEMBERS


SAFE : EASY
IMPORTANT

CENSUS 2010
OA.MO.GOV/MOCENSUS APRIL 1ST

Back

IT'S IN OUR HANDS

UNITED ELECTRIC COOPERATIVE MEMBERS



2010.CENSUS.GOV

QUESTIONNAIRES WILL ARRIVE IN **MID-MARCH**. DO YOUR PART FOR YOUR COMMUNITY — FILL IT OUT AND MAIL IT BACK.

10 QUESTIONS : 10 MINUTES

EVERYBODY COUNTS IN THE 2010 CENSUS!

Here's the chance for United Electric Cooperative members to do their part to bring **\$1,300 per person** every year in federal dollars to your community for things like business development, schools and roads. Help bring your federal tax dollars back to your community.

It's safe, it's easy and it's important.

CENSUS 2010
OA.MO.GOV/MOCENSUS APRIL 1ST

NEED HELP COMPLETING THE FORM?
CALL THE QUESTIONNAIRE ASSISTANCE LINE
at 1.866.872.6868

White River Valley Electric - Front



IT'S IN YOUR HANDS

WHITE RIVER VALLEY ELECTRIC CO-OP MEMBERS

SAFE : EASY
IMPORTANT

CENSUS  2010
OA.MO.GOV/MOCENSUS APRIL 1ST

Back

IT'S IN YOUR HANDS

WHITE RIVER

VALLEY ELECTRIC CO-OP MEMBERS



2010.CENSUS.GOV

QUESTIONNAIRES WILL
ARRIVE IN **MID-MARCH**.
DO YOUR PART FOR YOUR
COMMUNITY — FILL IT OUT
AND MAIL IT BACK.

10 QUESTIONS : 10 MINUTES

EVERYBODY COUNTS IN THE 2010 CENSUS!

Here's the chance for White River Valley Electric
CO-OP members to do their part to bring
\$1,300 per person every year in federal dollars
to your community for things like business
development, schools and roads. Help bring your
federal tax dollars back to your community.

It's safe, it's easy and it's important.

CENSUS  2010
OA.MO.GOV/MOCENSUS APRIL 1ST

NEED HELP COMPLETING THE FORM?
CALL THE QUESTIONNAIRE ASSISTANCE LINE
at 1.866.872.6868

Lottery Tickets

PICK 3
EVENING

YOU COUNT!
CENSUS 2010.

TRAINING TICKET
THIS IS NOT A LEGAL TICKET

A: 421 Str/Box \$1.00 QP

1 DRAW WED 02/17/2010
TOTAL = \$1.00

016697 152444
1707060 209-002781954-166902

Estimated Jackpots

LOTTO	02/17/2010	- \$2.7 Million
POWERBALL	02/17/2010	- \$40 Million
SHOW ME CASH	02/17/2010	- \$84,000
MEGA MILLIONS	02/19/2010	- \$68 Million

WATCH THE DRAWINGS ON
FOX-22 COLUMBIA/
JEFFERSON CITY @ 9:59 PM
FOX-22 IS YOUR OFFICIAL
MO LOTTERY STATION

016697 152444
1707060 209-002781954-166902

VOID
NOT FOR SALE

MEGA MILLIONS

MEGAPOWER - YES

FILL IT OUT! MAIL IT IN!
CENSUS 2010.

"Your Ticket to Luckytown"

A: 06	21	33	37	53	- 33
B: 05	25	32	49	55	- 16

4 DRAWS TUE 03/16/2010 THU FRI 03/26/2010
TOTAL = \$16.00

016674 191608
2279920 235-049310726-137302

Estimated Jackpots

LOTTO	03/17/2010	- \$3.9 Million
POWERBALL	03/17/2010	- \$20 Million
SHOW ME CASH	03/16/2010	- \$84,000
MEGA MILLIONS	03/16/2010	- \$12 Million

"Your Ticket to Luckytown"

016674 191608
2279920 235-049310726-137302

VOID
NOT FOR SALE

POWERBALL
MISSOURI

FILLED OUT YOUR FORM?
CENSUS 2010.

TRAINING TICKET
THIS IS NOT A LEGAL TICKET

"Your Ticket to Luckytown"

A: 10	21	35	45	57 QP	- 16 QP
B: 05	26	40	50	51 QP	- 17 QP
C: 16	20	34	58	59 QP	- 31 QP
D: 01	05	09	45	51 QP	- 36 QP
E: 17	27	31	35	42 QP	- 32 QP

1 DRAW WED 05/19/2010
TOTAL = \$5.00

012805 164910
1406640 300-038776589-125502

Estimated Jackpots

LOTTO	05/19/2010	- \$1.9 Million
POWERBALL	05/19/2010	- \$145 Million
SHOW ME CASH	05/19/2010	- \$50,000
MEGA MILLIONS	05/21/2010	- \$54 Million

"Your Ticket to Luckytown"

012805 164910
1406640 300-038776589-125502

VOID
NOT FOR SALE

Appendix XI. Number of Lottery Tickets Sold by County

Missouri Lottery
Online Sales and Tickets by County
Census 2010 Message Weeks

	Jan. 10 - Jan. 16		Feb. 14 - Feb. 20		Mar. 14 - Mar. 20		Apr. 11 - Apr. 17		May 16 - May 22		June 13 - June 19	
County	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales
ADAIR	5,196	12,472	5,535	13,222	5,811	13,511	6,466	16,066	6,324	15,473	5,186	11,702
ANDREW	3,262	6,836	3,575	7,017	3,853	7,234	5,213	10,249	4,580	8,972	3,857	8,927
ATCHISON	1,577	3,586	1,778	4,241	1,866	3,891	2,242	5,330	1,905	4,083	1,581	3,204
AUDRAIN	10,601	24,413	12,327	28,547	11,942	27,267	13,078	29,669	12,154	26,444	10,861	26,173
BARRY	8,607	22,928	9,981	27,494	10,433	29,170	11,977	32,795	11,577	33,366	10,475	30,704
BARTON	2,399	4,877	2,792	5,980	2,916	5,402	3,223	6,533	3,128	6,464	2,521	5,347
BATES	4,200	10,651	5,244	14,227	4,883	13,543	5,382	13,828	5,169	13,367	4,599	12,084
BENTON	8,269	25,451	8,383	23,670	8,952	25,706	10,585	29,115	10,114	30,221	10,327	31,671
BOLLINGER	780	1,790	821	1,786	911	2,130	915	2,163	822	1,941	841	2,029
BOONE	32,969	79,968	36,537	89,688	36,749	86,335	48,245	116,565	45,876	107,511	35,320	86,275
BUCHANAN	30,610	84,591	34,146	96,029	35,866	98,696	41,387	110,688	38,249	100,706	32,141	88,256
BUTLER	15,350	37,304	16,587	41,830	17,409	41,417	18,708	47,315	17,819	46,523	16,896	43,749
CALDWELL	2,022	4,346	2,290	4,633	2,420	5,537	2,785	5,808	2,574	5,741	2,183	4,869
CALLAWAY	10,436	28,981	12,230	34,304	11,930	32,187	14,808	39,751	13,310	34,656	11,246	30,224
CAMDEN	13,928	42,349	16,254	44,544	17,692	50,617	20,560	56,170	19,966	54,538	17,949	53,334
CAPE GIRARDEAU	18,393	47,781	19,391	48,437	19,490	47,487	21,077	52,843	20,373	52,714	18,704	46,808
CARROLL	2,138	4,824	2,291	5,345	2,181	4,891	2,704	6,222	2,574	5,724	2,121	5,128
CARTER	1,199	2,177	1,182	2,045	1,342	2,392	1,374	2,422	1,164	2,167	1,021	1,737
CASS	27,614	73,306	31,984	87,874	31,094	83,264	38,264	100,190	35,398	92,279	30,374	83,856
CEDAR	4,261	11,277	5,510	14,394	4,745	12,429	4,765	13,022	4,671	12,793	4,354	12,091
CHARITON	1,566	3,575	1,902	4,153	1,978	4,258	2,025	4,719	1,940	4,331	1,717	4,389
CHRISTIAN	15,047	39,029	15,632	36,843	16,863	37,776	18,849	44,758	17,005	38,564	14,189	33,250

Notes: Sales are unaudited daily online sales.

Missouri Lottery
Online Sales and Tickets by County
Census 2010 Message Weeks

	Jan. 10 - Jan. 16		Feb. 14 - Feb. 20		Mar. 14 - Mar. 20		Apr. 11 - Apr. 17		May 16 - May 22		June 13 - June 19	
County	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales
CLARK	2,108	6,030	2,571	6,609	2,689	7,042	3,119	8,376	2,965	7,910	2,613	7,750
CLAY	67,398	171,393	77,154	186,269	75,232	178,144	94,658	236,888	87,205	213,464	74,202	183,004
CLINTON	3,765	7,535	4,334	8,769	4,550	9,402	5,454	11,276	5,173	10,625	4,554	10,812
COLE	21,367	63,582	24,342	67,177	24,566	68,234	29,760	82,226	27,583	76,890	21,933	62,401
COOPER	4,580	9,300	5,520	11,225	5,591	10,705	6,724	14,248	6,488	13,171	5,333	10,998
CRAWFORD	6,644	22,787	7,894	26,873	7,562	24,364	8,252	27,331	7,444	22,282	6,611	22,615
DADE	870	1,768	877	1,881	890	1,626	1,076	1,991	967	1,762	850	1,680
DALLAS	3,129	8,371	3,267	8,880	3,231	9,062	3,758	10,898	3,363	9,986	2,912	7,865
DAVIESS	1,323	2,904	1,593	3,633	1,530	3,972	1,888	4,321	1,693	3,453	1,491	3,341
DEKALB	2,895	7,067	3,835	9,567	3,203	7,729	4,686	11,967	4,415	12,193	3,471	10,243
DENT	3,046	8,575	3,485	9,676	3,228	9,391	4,264	12,843	3,883	11,629	3,372	9,981
DOUGLAS	2,115	5,128	2,738	5,703	2,469	5,231	3,284	6,922	2,702	5,750	2,622	6,122
DUNKLIN	13,709	37,373	16,480	43,462	16,165	42,883	17,264	45,368	14,743	39,063	13,671	36,874
FRANKLIN	30,082	84,669	35,302	96,754	35,774	93,905	38,467	103,524	36,021	94,373	31,138	82,675
GASCONADE	6,088	15,977	6,793	17,385	7,016	18,104	7,315	19,756	7,008	17,753	6,338	17,396
GENTRY	955	2,082	1,398	3,545	1,227	2,996	1,447	3,154	1,332	2,970	1,076	2,841
GREENE	56,745	155,035	65,598	178,280	65,602	175,944	75,540	202,724	69,207	189,648	60,980	166,367
GRUNDY	2,993	7,236	3,374	7,999	3,255	7,919	3,732	8,343	3,602	8,355	3,056	7,097
HARRISON	2,261	5,447	2,314	5,067	2,461	5,416	2,926	6,607	2,927	6,292	2,347	4,851
HENRY	6,982	18,548	7,895	20,709	8,010	19,810	9,568	23,158	8,950	23,811	7,850	20,694
HICKORY	2,934	6,730	3,257	8,598	3,092	7,252	4,040	9,670	3,641	8,284	3,569	7,966
HOLT	900	1,818	1,050	1,778	1,025	1,795	1,473	2,551	1,232	2,375	1,001	2,335

Notes: Sales are unaudited daily online sales.

Missouri Lottery
Online Sales and Tickets by County
Census 2010 Message Weeks

	Jan. 10 - Jan. 16		Feb. 14 - Feb. 20		Mar. 14 - Mar. 20		Apr. 11 - Apr. 17		May 16 - May 22		June 13 - June 19	
County	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales
HOWARD	3,453	8,311	4,460	10,589	3,152	6,777	4,246	9,628	4,038	10,173	3,790	9,134
HOWELL	10,232	29,521	11,369	29,558	11,748	33,746	13,177	35,731	11,686	30,867	10,637	28,494
IRON	2,737	7,209	4,335	11,990	3,079	7,307	3,420	8,846	2,978	7,705	2,705	7,821
JACKSON	246,466	667,474	279,900	746,024	270,456	725,821	324,235	860,740	303,099	796,234	261,488	689,824
JASPER	23,775	66,835	26,475	70,462	25,815	69,439	31,610	82,788	28,310	73,788	25,035	66,762
JEFFERSON	67,582	189,822	79,272	212,681	78,033	204,396	87,041	240,146	82,868	224,484	71,341	195,441
JOHNSON	10,255	25,891	11,556	28,986	11,660	29,381	14,336	35,450	13,349	33,288	10,958	27,378
KNOX	476	1,246	470	1,392	551	1,406	607	1,725	673	1,985	516	1,268
LACLEDE	8,049	19,395	9,473	21,372	9,559	21,525	10,977	25,298	10,224	23,812	8,946	21,196
LAFAYETTE	8,463	21,773	10,414	26,121	9,313	23,120	10,989	25,666	10,712	24,702	9,029	22,375
LAWRENCE	6,303	13,000	7,450	16,566	7,412	15,706	8,873	19,613	8,256	18,309	7,152	16,948
LEWIS	2,271	4,879	2,594	6,433	3,042	6,646	2,851	7,308	2,722	7,145	2,440	6,372
LINCOLN	12,841	36,276	15,372	41,628	15,040	41,666	16,411	43,453	16,165	41,694	13,617	36,879
LINN	4,529	19,301	5,204	23,025	5,157	23,159	5,678	22,190	5,236	17,845	4,735	16,921
LIVINGSTON	3,524	7,507	4,381	9,413	4,282	8,724	5,128	10,466	4,752	9,793	3,976	8,315
MCDONALD	13,182	46,448	14,360	49,774	14,983	54,675	17,735	65,138	15,033	53,608	12,844	42,594
MACON	3,399	8,870	4,145	10,779	3,981	10,405	4,296	11,134	4,075	10,381	3,317	8,242
MADISON	3,202	6,985	3,848	8,418	4,013	7,909	4,173	8,880	4,051	8,928	3,528	8,467
MARIES	2,203	4,901	2,220	5,597	2,268	5,857	2,523	8,058	2,307	6,396	1,935	4,049
MARION	10,924	27,406	12,136	28,757	12,041	29,690	15,378	39,305	14,796	35,821	12,519	32,263
MERCER	1,611	7,989	2,179	10,977	1,599	6,365	1,661	5,272	1,512	6,739	1,390	7,137
MILLER	6,609	20,443	7,978	25,605	8,262	27,789	8,425	24,302	7,952	23,767	7,011	21,478

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	Jan. 10 - Jan. 16		Feb. 14 - Feb. 20		Mar. 14 - Mar. 20		Apr. 11 - Apr. 17		May 16 - May 22		June 13 - June 19	
County	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales
MISSISSIPPI	15,843	33,039	18,190	40,599	17,377	38,860	16,773	37,970	17,492	38,306	16,875	37,230
MONITEAU	3,080	7,469	3,368	8,289	3,460	8,931	4,029	10,248	3,736	8,845	3,046	7,066
MONROE	2,457	9,663	2,297	6,146	2,378	5,759	2,815	7,510	2,443	6,110	2,403	8,450
MONTGOMERY	4,729	13,444	5,078	14,602	5,213	14,272	5,767	15,215	5,920	16,244	5,191	14,368
MORGAN	5,914	20,555	6,530	22,352	7,603	26,533	7,507	23,098	7,052	22,115	6,409	21,228
NEW MADRID	13,294	34,296	15,761	40,201	14,713	38,554	15,550	41,228	15,464	41,101	15,680	40,387
NEWTON	7,806	20,690	9,274	23,646	8,812	21,732	11,308	28,677	10,508	26,144	8,967	21,894
NODAWAY	2,751	6,222	3,035	6,556	3,301	7,247	4,148	8,639	3,712	8,105	2,947	6,293
OREGON	4,642	14,567	4,635	12,577	5,369	17,733	5,046	15,449	5,090	15,542	4,593	13,709
OSAGE	2,632	6,269	2,883	6,791	2,914	6,559	3,223	7,003	2,864	6,406	2,522	5,516
OZARK	4,548	18,679	4,760	18,824	5,078	22,243	5,124	19,798	4,622	17,819	4,617	18,112
PEMISCOT	20,941	56,604	27,073	74,110	23,782	61,811	24,680	68,299	22,744	65,154	21,449	58,563
PERRY	7,112	21,263	7,672	21,965	7,198	19,740	8,864	26,306	7,972	24,320	6,690	19,636
PETTIS	13,959	40,849	15,238	42,005	15,342	40,615	17,336	45,359	16,050	43,251	13,773	35,931
PHELPS	10,491	35,807	12,515	40,739	13,295	46,969	14,035	46,196	13,712	44,531	11,773	36,989
PIKE	6,453	15,639	7,334	17,304	6,771	16,773	7,920	19,392	7,794	18,503	6,734	17,408
PLATTE	30,807	84,192	34,576	89,212	33,754	86,871	43,408	118,210	39,641	104,933	33,625	89,829
POLK	5,158	16,104	6,225	21,241	5,828	14,348	6,429	15,844	6,059	14,844	5,106	12,280
PULASKI	19,396	58,772	20,034	60,397	21,696	65,271	23,305	70,855	20,391	61,537	19,039	61,251
PUTNAM	631	1,422	771	1,571	720	1,614	770	1,730	662	1,517	660	1,443
RALLS	2,469	6,972	2,675	7,015	2,703	6,822	3,365	8,315	3,341	9,174	2,705	6,571
RANDOLPH	8,259	24,229	9,205	26,121	9,832	28,632	10,654	29,427	10,434	28,497	9,371	25,915

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	Jan. 10 - Jan. 16		Feb. 14 - Feb. 20		Mar. 14 - Mar. 20		Apr. 11 - Apr. 17		May 16 - May 22		June 13 - June 19	
County	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales
RAY	5,259	12,281	5,773	13,231	5,510	11,753	6,954	14,822	6,552	14,440	5,304	12,352
REYNOLDS	1,191	3,246	1,213	4,089	1,315	4,716	1,439	4,497	1,275	4,138	1,242	4,469
RIPLEY	4,306	10,517	4,639	11,536	4,567	10,660	4,931	11,958	4,408	10,891	4,243	10,471
ST. CHARLES	119,257	347,196	136,247	385,205	137,183	378,932	156,358	459,950	150,521	428,874	130,102	372,760
ST. CLAIR	2,649	7,585	2,442	6,922	2,491	7,351	2,893	7,436	2,986	8,482	2,603	7,125
ST. FRANCOIS	17,716	47,197	20,633	53,800	20,790	52,273	22,435	58,142	21,267	53,266	18,471	48,199
ST. LOUIS COUNTY	543,839	1,494,955	618,425	1,677,739	602,173	1,606,602	674,198	1,833,020	642,739	1,724,701	591,294	1,571,567
ST. GENEVIEVE	4,773	12,913	5,875	14,698	6,079	14,822	6,938	18,470	6,936	18,984	5,304	14,255
SALINE	6,172	14,213	7,254	14,980	7,449	16,780	8,650	19,371	8,483	17,685	7,229	15,535
SCHUYLER	663	1,571	854	2,086	901	2,261	1,014	2,513	790	1,961	690	1,628
SCOTLAND	582	1,691	660	1,909	728	2,152	848	2,458	778	2,050	685	2,179
SCOTT	20,215	51,238	22,185	56,002	20,935	52,603	23,543	59,720	21,882	55,837	21,621	52,671
SHANNON	1,422	3,282	1,604	4,125	1,571	4,107	1,355	3,741	1,297	3,319	1,322	3,755
SHELBY	1,124	2,726	1,409	3,816	1,286	3,143	1,369	3,481	1,247	3,112	1,024	2,743
STODDARD	6,463	14,164	7,142	16,598	7,741	17,890	8,543	19,486	7,380	16,528	6,924	15,182
STONE	9,222	26,751	9,687	27,811	10,352	28,707	12,602	34,675	11,551	30,670	10,791	29,899
SULLIVAN	1,076	2,203	1,073	2,176	1,104	2,465	1,084	2,385	1,037	2,173	918	2,162
TANEY	15,351	49,400	17,383	53,420	19,037	55,345	20,204	61,240	19,081	57,470	17,371	52,571
TEXAS	4,812	12,457	5,479	13,846	5,571	14,463	6,361	16,499	6,653	16,788	5,416	15,506
VERNON	5,125	15,219	5,602	14,178	5,615	13,282	6,888	16,668	6,289	15,824	5,116	13,825
WARREN	7,942	20,015	9,272	23,322	9,275	23,145	9,865	25,304	9,791	24,897	8,571	22,666
WASHINGTON	5,205	13,548	6,529	15,968	6,905	16,858	6,814	17,081	6,466	15,858	5,946	14,391

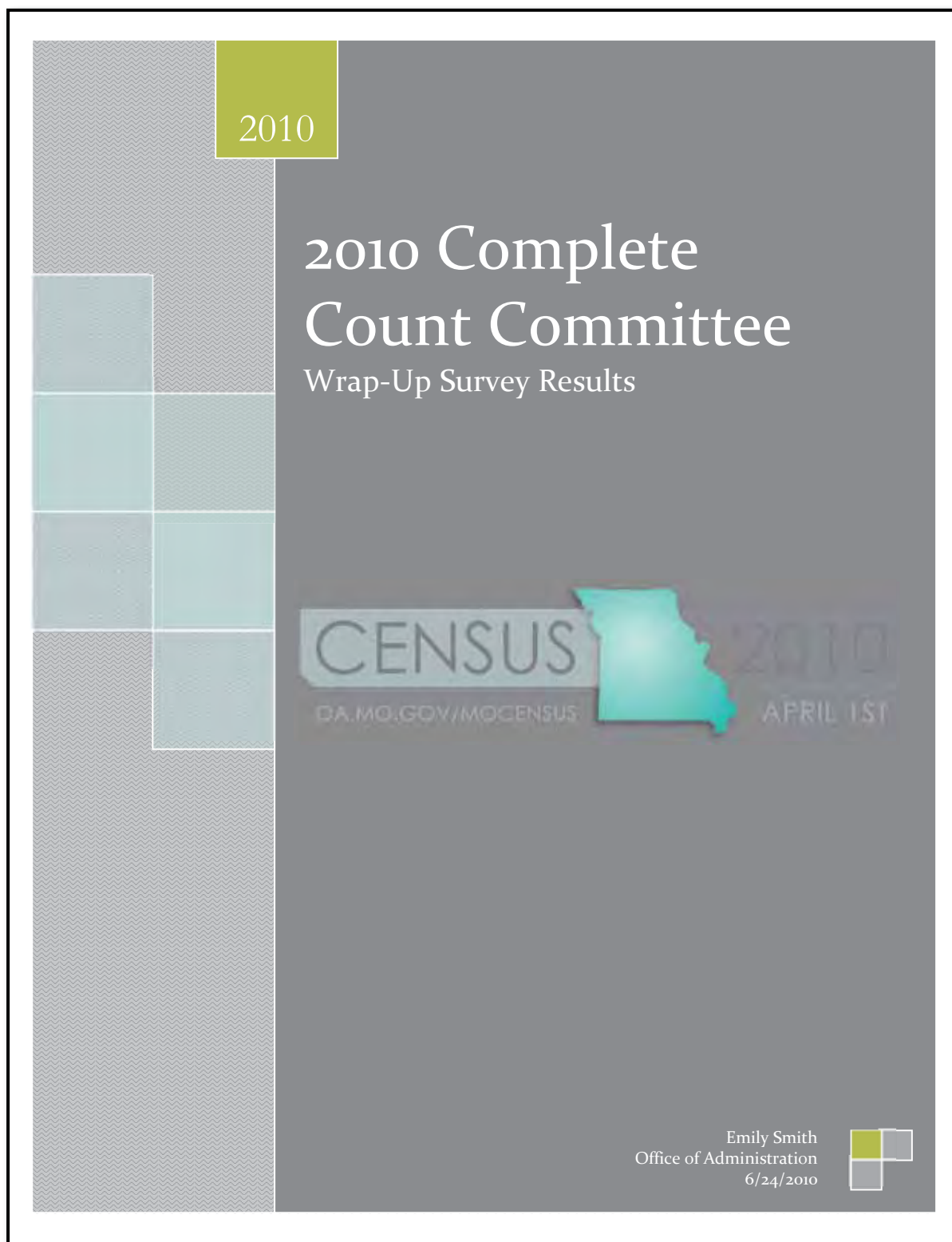
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	Jan. 10 - Jan. 16		Feb. 14 - Feb. 20		Mar. 14 - Mar. 20		Apr. 11 - Apr. 17		May 16 - May 22		June 13 - June 19	
County	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales	Tickets	Sales
WAYNE	2,648	6,462	2,899	7,140	3,345	7,847	3,475	8,753	3,225	7,589	2,857	7,283
WEBSTER	4,639	9,763	5,631	11,538	5,776	11,590	6,704	15,342	6,083	13,117	5,392	11,630
WORTH	445	1,571	528	1,773	792	3,292	618	2,069	577	2,016	651	3,142
WRIGHT	3,673	9,655	4,414	10,532	4,177	9,618	5,042	12,566	5,023	13,614	4,242	10,695
ST. LOUIS CITY	209,432	514,210	241,015	600,805	233,470	572,445	240,453	599,280	239,337	588,617	221,374	542,998
Totals:	2,113,972	5,716,097	2,412,030	6,413,770	2,378,417	6,250,536	2,700,731	7,187,165	2,555,387	6,723,947	2,269,240	6,012,777

Notes: Sales are unaudited daily online sales.

Appendix XII. Feedback from Committee on Complete Count Committee Efforts



Complete Count Committee Wrap-Up Survey Results
15 respondents out of 26 recipients
Survey Open from June 17 – June 24

1. What worked well for the Missouri Statewide CCC during Census 2010? What do you consider to be successful?

- | | |
|-----|--|
| 1. | The good working relationships between the CCC staff once we knew who was going to be in it for the long run |
| 2. | Identifying pertinent subcommittees and allowing each subcommittee to plan its own course. |
| 3. | The media plan. |
| 4. | The committee structure appears to be the best way to reach hard-to-count groups. The committees where members followed through were successful. |
| 5. | The leadership was very good at communicating the needs of the overall committee to be successful. Also, working with the unions and chambers was effective. |
| 6. | I think it was helpful to hear what was happening around the state so we could take the ideas back to our own CCC in our community. |
| 7. | Excellent staff leadership through OA, and engagement from State Demographer and State Data Center. Nice diversity on CCC membership - geographically, interests, employment, gender, race, etc. |
| 8. | A well thought out and strategic approach to outreach via new and traditional media. The media plan was successful as a whole because it penetrated markets and media that supplemented the US Census Bureau's media plan. |
| 9. | Media campaign and Higher Education Subcommittee |
| 10. | Meetings were well spaced out, and planned well. |
| 11. | Coordination of a statewide message and coordination of statewide tv, radio and print advertisements was successful. |
| 12. | The diversity of the group and the ability of all to offer input and it be considered. |

- The media campaign was successful in that we chose mediums that were not overrun by the Federal campaign (i.e., bus ads, utility inserts). I think we had the right number of in person meetings (not too many or too few) and a good level of electronic communication so that those who wanted to be in the loop were informed. I think we did a good job of being available to the Census Bureau when they asked for assistance.
-
14. State direction
-
15. There was a lot of communication with the Regional Census staff. I believe we could take advantage of them because they are located in Kansas City.

2. What needed improvement? What did you consider to be a challenge?

1. Better communication between the Census people and the CCC. Many times we did not know what the right hand was doing
2. Some committee members appointed by the Governor appeared to be window dressing and not ready to do any work.
3. The timetable could be improved with starting earlier.
4. The biggest challenge was getting information from the census bureau, followed by committee members who did not contribute.
5. There needed to be more participation from the committee members.
6. I think there was a lack of coordination between local CCC, the statewide CCC and the Census. I think communication between these groups could have saved money and maybe resulted in better counts.
7. The CCC process should perhaps be started much earlier. It would have been helpful to have some degree of State guidance and advocacy during the initial stages of local governments LUCA and BAS. There appeared to be a significant lack of political and policymaker engagement in the process, most notably from the Administration and Legislative leadership. The funding support level should perhaps be increased and spread over multiple fiscal years. While the "hard to count" group focus of the CCC was effective, it was evident the geographic/region approach was a key missing element. A stronger engagement with the local CCCs would be beneficial to provide support and direction. An earlier and stronger involvement with the regional planning commissions would have brought a critical support network to the table to drive/coordinate those local efforts. Increased collaboration with the US Census Bureau is needed, beginning well before the census field operations begin. The State should remain constantly engaged in census policy formation (and now the more frequent American Community Survey) and engage the Federal representatives on those policy and procedural discussions that will affect Missouri's future census efforts.
8. Communication between the census bureau and the state committee on every aspect of the operations.
9. The biggest challenge was the lack of timely information both on an operational level and a communications/media level. We did not know when ads were going to run, where they were going to run and for how long. With the operations we did not have a clear timeline of coordinating and communication operations to the state and local committees.

9. Involvement by business community and outreach to minorities and religious communities.
10. Challenge was keeping the push going into NRFU - after working for so long, people's energy level was lower in the summer.
11. While hard to count and minority populations are critical, I believe that a broader message was important, especially when in a year in which distrust of government seemed very high. A targeted message for particular populations is needed, but those efforts shouldn't neglect the broader public.
12. We needed better communication with the Census Bureau so the state efforts could maximize synergies.
13. The make-up of the committee will need to be more thoroughly vetted for 2020 - need more representation from hard-to-count groups (or those that assist them) and groups we were unable to successfully tap into in 2010 (higher education, faith-based, government). The committee needs to start work around the time the LUCA follow-up begins (a way to make contact with local governments and get them reenergized in the decennial process). The committee should also demand of the Census Bureau consistent communication with the Kansas City Regional Office. Every elected official should have issued a press release or recorded a PSA related to the Census.
14. Committees, I think, should be regional
15. Too many points of contact.

3. Based on our successes and challenges, what do you think are the essential ingredients for an effective and successful Complete Count Committee in 2020?

1.	A well established plan like the one we had. Every possible area was researched and well planned to include people of interest.
2.	Encourage the governor to appoint at least five to ten members on the 2020 committee who served on the 2010 committee.
3.	A broad and diverse committee makeup.
4.	In 2020, the committee should again focus on getting the message to HTC groups. The committee could always use more funding to purchase more media. There will undoubtedly be new vehicles that do not yet exist to reach audiences.
5.	Consistent communication and updates. These methods engage the group, yielding more effort.
6.	I think all local committees should be formed before a statewide committee is formed. I think a statewide committee should consist of a representative from each local CCC. I think this would help communication and coordination.
7.	<ol style="list-style-type: none"> 1. Earlier engagement. 2. Increased political and policy support from State leadership. 3. Increased funding support. 4. Direct engagement with the regional planning commission support network. 5. Maintaining administration in OA; Consistent involvement in Federal census policy and procedural development. 6. Increased, active involvement from other State agencies and departments, at the highest level.
8.	A specific point person from the census who dealt with the media and partnership operations as well as a better means for communication, coordination and cooperation.
9.	More time and full-time staff to support the CCC
10.	Larger subcommittees if possible, more video meetings in place of conference calls
11.	Participation from a broader range of backgrounds would be helpful. For instance, involvement with the School Boards Association and Federally Qualified Health Center Association would provide a direct, ongoing and educated link with organizations that can communicate a mass message.

- | | |
|-----|---|
| 12. | The group starting early and better communication would lead to more successful committee. |
| 13. | Representation on the committee from our state's hard-to-count groups. Committee members willing to issue press releases or make presentations related to the importance of the Census (the committee should have more trusted voices). |
| 14. | Somehow keep this group together for reporting purposes |
| 15. | The committees must be organized early, have a clear direction, understand roles and have a definite end point based on the committees' needs analysis. |

4. Given your experience on the Statewide CCC, what do you think should be the roles and the responsibilities of CCC members?

- | | |
|-----|--|
| 1. | The role is well defined. It is selling it to the community leader who has to understand the importance of a good census count. |
| 2. | Spend less time talking in the beginning--identify subcommittees immediately and let people focus on one area. |
| 3. | Essentially the same roles and responsibilities as the 2010 committee. |
| 4. | CCC members should bring expertise in outreach and in working with HTC groups. Members need to commit to full participation for the duration of the committee and they should work to recruit other workers to help spread the message. |
| 5. | CCC members should respond to the Chair's emails and participate outside of the general meetings. Each committee member should be evaluated by the Chair. If a poor evaluation is received, then that individual should be replaced. |
| 6. | I think the responsibility of the statewide CCC should be to communicate and help coordinate the local effort. I often felt our local effort was going in a different direction that our state committee because I wasn't on the local committee. |
| 7. | CCC members should be asked to represent certain geographic, jurisdictional, or socio interests statewide, and be prepared to help develop overall policy and strategy for a unified State effort. |
| 8. | Depending on the future funding levels the structure will need to be retooled to reflect those financial realities. The committee as a whole should supplement outreach to the hard to count areas in the state and if money is available, work closer with local committees to provide materials and support as needed. |
| 9. | They should be connected to the hard to count groups through their affiliations. Bylaws should be established which remove members for inactivity. |
| 10. | Partnership enhancement, advocate to influentials and politicians in MO, readiness to take action on issues where the Census Bureau lags |
| 11. | The state CCC should be in closer contact with local CCCs to help provide them with information. |
| 12. | To take seriously the charge and to work with staff members during the process. |

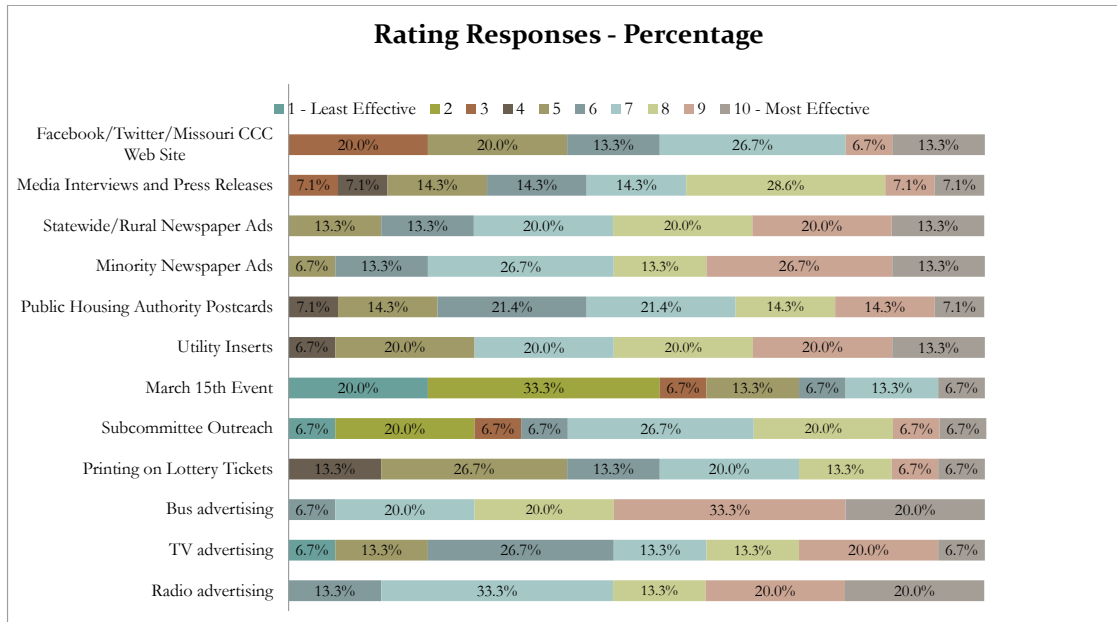
13.

Attend meetings; issue statements; make presentations; have patience with the Census Bureau and with the committee bureaucracy.
14.

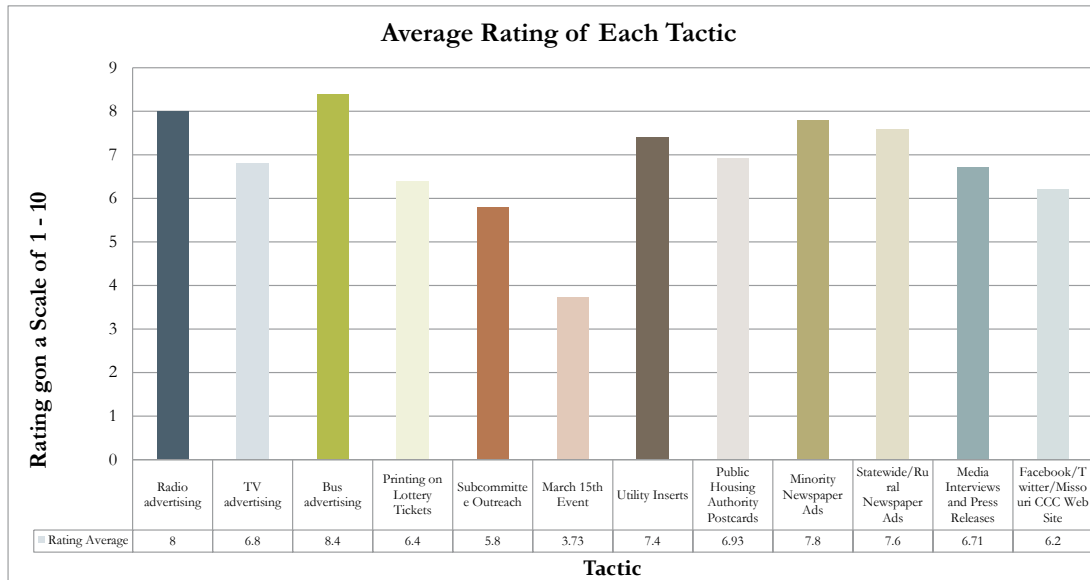
Probably better reporting
15.

They should act as a liaison between local committees and the State.

5. Please rate, on a scale of 1 – 10, your perception of the effectiveness of the strategies listed below in reaching the Hard – to –Count groups, 1 being the least effective and 10 being the most effective.







6. What activities did you find innovative, either from the Statewide CCC or from Local Complete Count Committees?

1.	The promotion and participation events
2.	Much of the advertising was innovative.
3.	N/A
4.	All activities of which I am aware were standard outreach efforts.
5.	Social media
6.	I'm not sure I found anything innovative.
7.	na
8.	Bus advertising and movie screen advertising both of which were not accomplished by the census bureau. A concentrated effort to reach larger immigrant populations that the Bureau had no idea existed - ex: Bosnian population in st.louis city/county and the migrant worker population in sw Missouri.
9.	Things that were small, targeted outreach to hard to count groups
10.	Wide variety of advertising strategies was good.
11.	Bus advertising was a good utilization of resources
12.	Web presence was a must; utility inserts should be done statewide, as available; revisit the idea of utilizing MoDOT' electronic signs (mailout week or 3/29-4/4 would be the most effective); K-12 or higher ed contest sponsored by a statewide or regional agency.
13.	n/a
14.	Online resources

7. What specific awareness, outreach and promotional activities can be planned with limited or no financial resources for 2020?

1.	Public speaking one on one.
2.	Press releases
3.	Social media.
4.	With limited or no resources, the committee will have to rely on public relations efforts to carry the message. Other options would include partnering with as many organizations and communities as possible.
5.	Screen savers on partners computers, chamber and other networking events, radio/tv interviews
6.	I think local committees can be more visible in local community, such as setting up booths at shopping malls, grocery stores, hospitals and other locations that people frequent. It is important that the CCC meet the people in their community.
7.	A stronger engagement with the local jurisdictions would allow for more localized promotional activities, awareness and outreach driven by local governments, school districts, etc. Local newsletters, activities, and programs could incorporate the census message.
8.	None - early work needs to be done to solicit corporate and institutions in the event that there is little or no money
9.	We need staff that can go out across the state to establish connections with and the support of grassroots organizations with connections to the hard to count groups.
10.	Phone calls to local non-profits and health care centers. Make sure all state CCC members are participating in local CCCs as well, wherever possible.
11.	Lottery tickets and other state resources as well as more social media.
12.	Press releases or PSAs done by all elected officials; letters to the editor re: Census issues; announcements in church bulletins; in-kind advertising; assistance from other government agencies to display posters or brochures.
13.	Too soon for me to tell other than keeping this committee consistent

14. Speaker series

8. What kinds of assistance do CCCs need from the Census Bureau staff in order to successfully plan and implement activities?

1.	Timely distribution of materials and hiring dates.
2.	More paid staff helping the volunteers.
3.	some kind of ideal of what they are doing.
4.	CCCs need more information in more timely fashion. The bureau should act as a clearing house and connect CCCs so that they can work cooperatively.
5.	Timely updates and data
6.	Once again I would have to say communication. I think they need to talk with communities early to help them set up CCC. All counties need to have a committee.
7.	The Census Bureau staff could increase their alignment with some of the primary initiatives from the State CCC and help share those common messages and promotional activities with the local CCCs. Understanding the Census Bureau has a broader mission, the common primary goal of participation should drive better collaboration.
8.	One point of contact for partnership, media and operations who can succinctly answer questions in a timely and honest manner.
9.	That's a pipe dream. We need to formulate our plan despite what might be happening on the Census Bureau end.
10.	Committed partnership specialists for promo materials. Contacts at LCOs MUCH MUCH earlier - this could have answered many questions Partnership could not answer
11.	CCCs need accurate information from the Census Bureau, and local offices with effective management and communication to reduce duplication of effort and reduce confusion that is created for local CCCs leaders.
12.	Timelines of media efforts would be very beneficial
13.	Timely communication on operational deadlines, media campaign and partnership activities.

14. Much more assistance at all levels!

15. They need a point of contact that they have access to.

9. How can veteran CCC members best assist CCC's in 2020?

1.	By making a well-planned after action plan
2.	Volunteer to serve on the committee again.
3.	Produce the best possible report to give them an insight into how to run the 2020 effort.
4.	CCC members will not remember specifics in 2020. They can best assist by providing detailed feedback while the events are still fresh in their minds.
5.	Keep the current partnerships strong while constantly make new networks.
6.	I think they could act as advisors, sharing what worked and didn't.
7.	As the 2020 CCC is formed (at least three years prior to the beginning of census field operations), hopefully veteran CCC members can be asked back to present their thoughts and suggestions on improving the process.
8.	Provide instructions on how to actually implement best practices and suggested efforts as well as being available in the beginning of the efforts to get the committee moving.
9.	Be prepared for separation between branches of Census Bureau - Partnership, Road Tour, LCOs, etc. all run their own operations.
10.	Help communicate the role and purpose of a CCC to committees in 2020.
11.	To provide stability and to offer insights into the process
12.	Provide a report that spells out what worked and what didn't and why.
13.	CCC emeritus committee???
14.	They can train, provide historical knowledge and participate in the 2020 CCC's

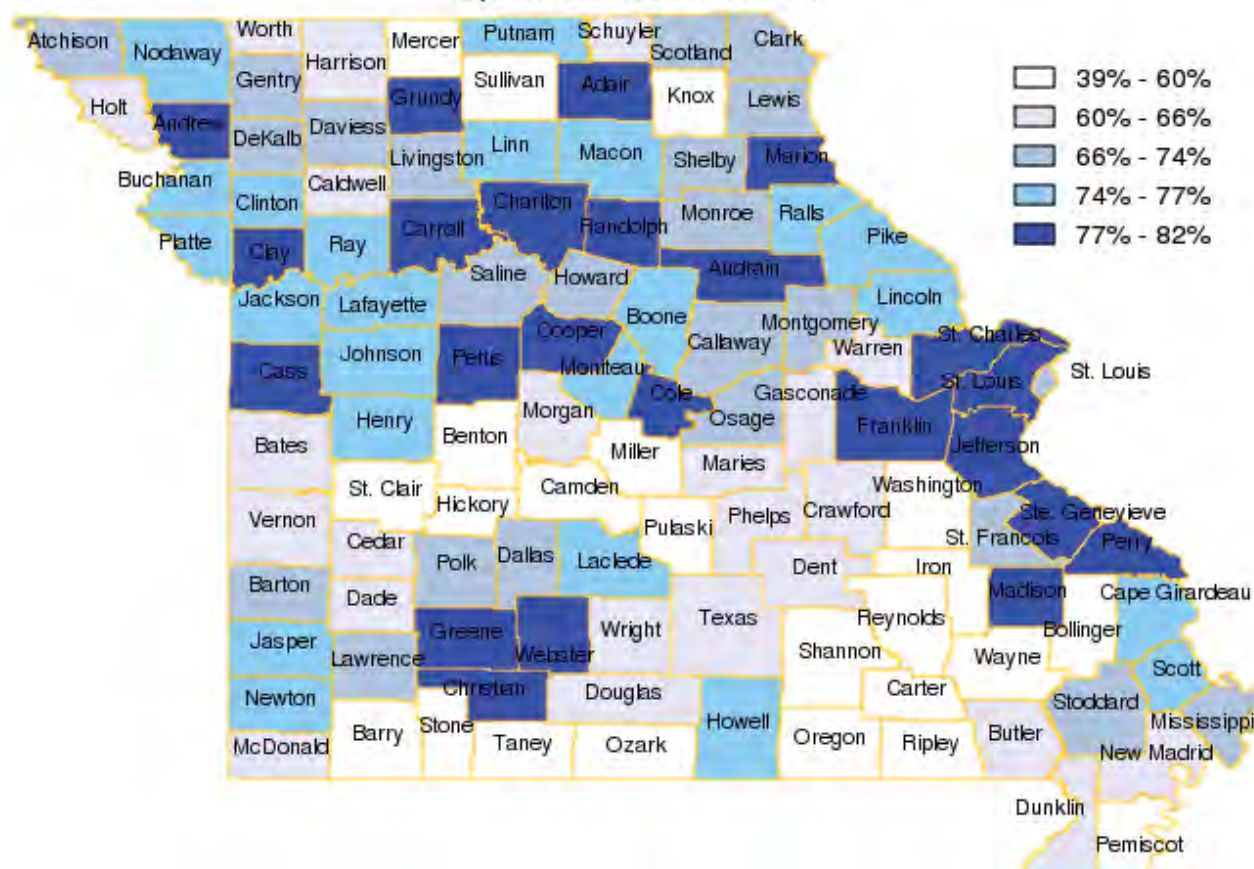
10. Additional Comments

1.	The CCC needs to be in place at least 18 months in advance.
2.	Approach Missouri Board of Regents to encourage Missouri Universities to make completion of the census form mandatory before college students can register for the next semester. This was done in Kansas and was very effective.
3.	There is no real way to judge effectiveness of the committee's activities. This rankings are estimates. The 2020 committee should consider employing a media firm to assist with strategic planning, creative production, and placement. For example, mobile media may have been a possibility to reach college students.
4.	Great job Emily! You were very dedicated.
5.	I appreciated serving and having the knowledge to share with my community.
6.	Emily did an absolutely wonderful job. I was very pleased with the OA staff support and shared those sentiments freely throughout the State. Job well done for our citizens!
7.	The state committee was hampered by a lack of pre-planning by it's predecessors, communication with the census and committee members that had little to no input. The rule of 20/80 prevailed throughout the campaign and if not for the efforts of emily smith the entire committee would have collapsed. Ms. Smith exuded cool under pressure and did the bulk of the work for the committee. In the future their should be additional assistance and resources given to whomever is the project coordinator because of the importance of the mission.
8.	I liked the multi-year budget approach and I liked the 1 million dollar figure. (100K, 200K, 700K with 1 FTE, 3 FTE, 3 FTE) with the second and third year being targeted outreach to grassroots organizations and the third year being an awareness campaign with targeted/neighborhood based activities/processes.
9.	Non-citizens need to be hired for NRFU in 2020! Documents such as the census envelope need to be shared with CCCs much earlier.
10.	CCCs should exist to supplement activities and work of the Census Bureau, not supplant.
11.	Office of Administration staff was very productive but staff members need to be assigned exclusively to count efforts for an extended period of time

Appendix XIII. Statewide Mail Back Participation Rates as of April 27th and Map

Census 2010 Response Rates of MO Counties

Updated: 2010-05-04



Bottom Five Missouri Counties

County	2000 Rate	2010 Rate
Camden County, MO	38.0	39.0
Reynolds County, MO	54.0	45.0
Wayne County, MO	55.0	47.0
Hickory County, MO	51.0	47.0
Benton County, MO	46.0	49.0

Top Five Missouri Counties

County	2000 Rate	2010 Rate
Perry County, MO	75.0	82.0
Ste. Genevieve County, MO	70.0	82.0
St. Charles County, MO	83.0	81.0
Grundey County, MO	75.0	80.0
Madison County, MO	65.0	80.0

SPECIAL THANK YOU TO THE FOLLOWING

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Katina Jones, State Data Center Liaison from the Secretary of State’s Office receives a special “Thank You” award for her involvement in the 2010 Census efforts from Craig Best, Assistant Regional Census Manager, Kansas City Regional Office

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